

# Education and public programs

## Education Programs

An online education resource and virtual tour provided teachers with information to self-guide school groups through the exhibition, and an online exhibition guide provided questions and activities for students to explore, focusing on key works and themes featured in the exhibition that related to Visual Arts, English, and Studies of Society and the Environment curriculum and Studies of Society and Environment curriculum areas). The virtual tour provided six key works from each theme, detailing label and didactic information for teachers to read when guiding their students through the exhibition.

Look Out teacher programs included an exhibition viewing event with a curatorial introduction by David Burnett (Curator, International Art), and focused tours on the American and Australian works in the exhibition. Artist-run workshops for teachers were held with local artist Carl Warner, who provided activities to extend the exhibition into the classroom for early years, primary and secondary teachers. A total of 166 teachers attended professional development programs. Tours, talks and lectures on the exhibition were also offered to tertiary visual arts and other arts groups, which were delivered by Education and Curatorial staff.

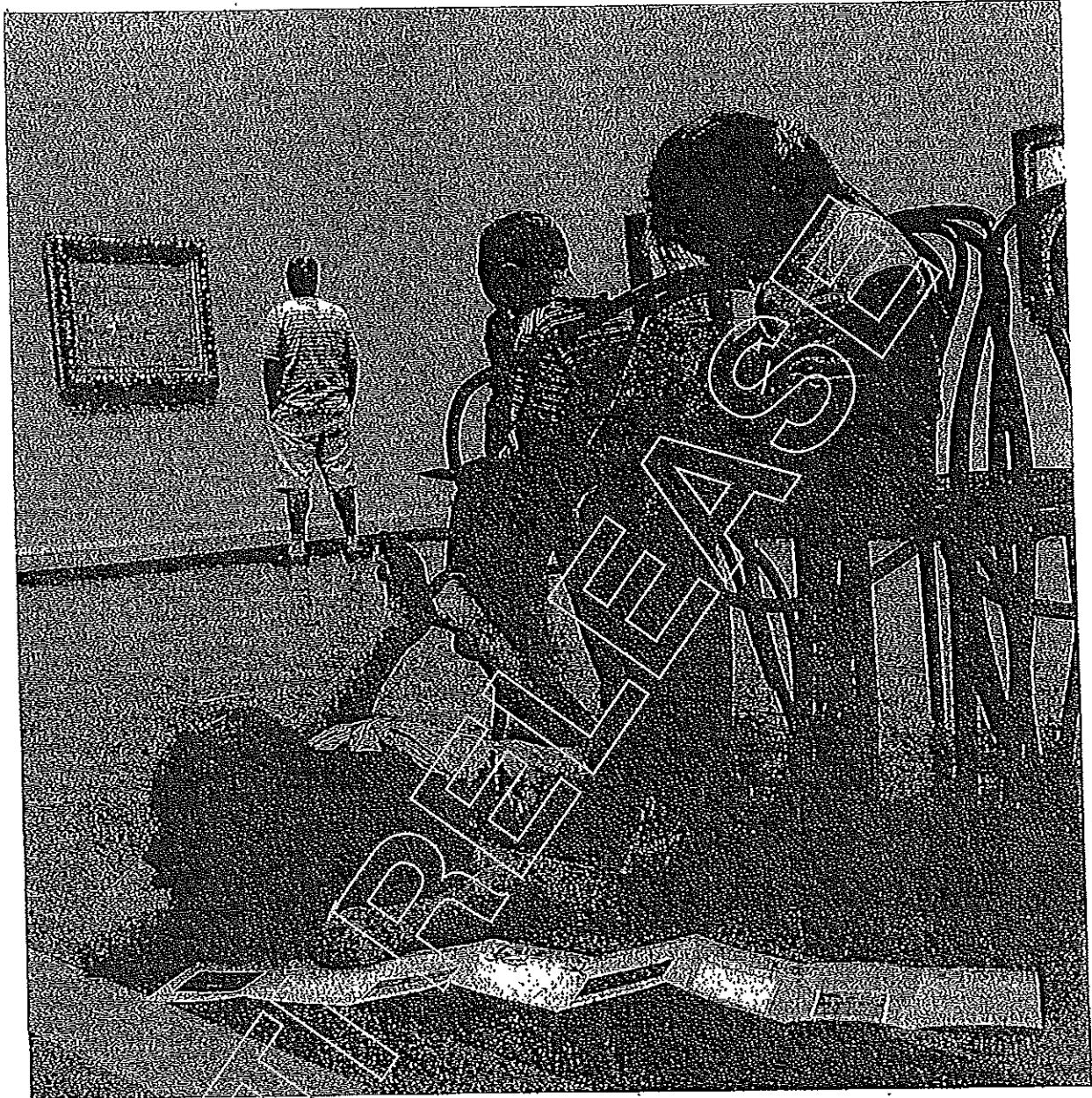
A range of school competitions were held in conjunction with the exhibition. The Courier-Mail 'Headstart' competition was by Darling Point Special School, and 'The Met' school competition run by the Queensland Art Gallery awarded four Queensland students and three teachers a Met prize pack. The students responded to the question 'How will you remember Brisbane in 150 years?' Teachers submitted work units detailing activities that explored ideas and artists from the 'American Impressionism and Realism' exhibition.



Artist Carl Warner engages with a Wooroan School student during a workshop.



Winning teacher of 'The Courier Mail' MFL school competition viewing the exhibition with her students from Darling Point Special School.  
Curator David Burnett provides a tour for teachers of the American works featured in 'American Impressionism and Realism'.



Young visitors enjoying The Met for Kids art trail / Photograph: Halasha Harth

## Guided tours

Volunteer guides supported the exhibition enormously by presenting a record number of tours throughout the exhibition. In total, 634 tours were conducted with 15 077 participants. Of these tours, 75 were booked special-interest group tours with 1660 participants. Tours were very well received, with many visitors taking the time to offer their appreciation in writing.

## Booked school and other groups

A total of 327 school and other groups (8809 individuals) booked a visit to the exhibition, as shown below:

School groups:	Primary	110 groups	(3648 students)
	Secondary	81 groups	(2335 students)
	Pre-school	4 groups	(65 students)
Adult groups:		107 groups	(2178 individuals)
Tertiary groups:		16 groups	(377 students)
Other groups:		9 groups	(186 individuals)



Visitors enjoying a volunteer guided tour of 'American Impressionism and Realism'



# The Met Up Late

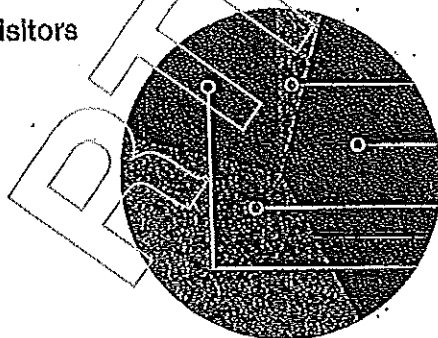
Held for the first time in the Queensland Art Gallery building, the Met Up Late continued the Gallery's successful Friday night program. The fourth Up Late series was held each Friday from 31 July to 18 September 2009. A broad range of audiences attended the program, which included entry to the 'American Impressionism and Realism' exhibition, 'My American-Australian story' talks (with special guests from Australia and the United States speaking on their personal and professional connections between both countries), a music performance program and a program of talks especially for Gallery Members. The Gallery's Watermill Cafe, exhibition cafe and Upper Sculpture Courtyard bar and exhibition store were available to visitors after hours.

'My American-Australian story' engaged a range of guest speakers, including actor and performer Anne Pensalfini, Marylou Badeaux (President, Australian-American Association, Queensland), Stephanie Canfell (co-owner, The Bowery Bar, Fortitude Valley, Brisbane), Judith Fergin (US Consul General, Sydney), casting director Tom Sweeny and American author Tanla James.

The performance program focused on performances by local and national artists comprising Dave Graney (Melbourne), Kim Salmon (Melbourne), Holly Throsby (Sydney), J Walker (Melbourne), Paul Grabowsky (Melbourne), Bob Evans (Melbourne), Don Walker (Sydney), Kate Jacobson (Brisbane) and Ben Salter (Brisbane). Performances were held in the Gallery's Watermill, and focused on solo, duo or trio formats. A resident DJ showcased early American jazz on vinyl at each Up Late program.

The Met Up Late concluded with a performance by acclaimed Brisbane-based musician Robert Forster on Friday 18 September. Throughout the period over 7000 people visited the Gallery on Up Late nights.

Age of visitors



Under 24: 5%  
25-39: 37%  
40-54: 42%  
Over 55: 17%



Robert Fongler performed at the closing night of The Met Up Late, 16 September 2009 / Photograph: Natasha Hurth  
US Constal General Judith Ferg'n spoke at The Met Up Late, 28 August 2009 / Photograph: Jennie Lena

# Gallery Members

Gallery Members participated in a range of events held in conjunction with 'American Impressionism and Realism'. New initiatives included an exclusive Members exhibition preview, at which over 200 people saw the exhibition before its official opening. Also launched as a special 'American Impressionism and Realism' program was the Winter Book Club, at which participants read and discussed classic American novels from the period.

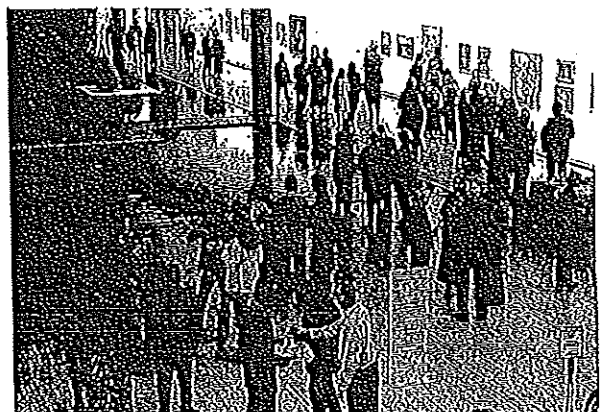
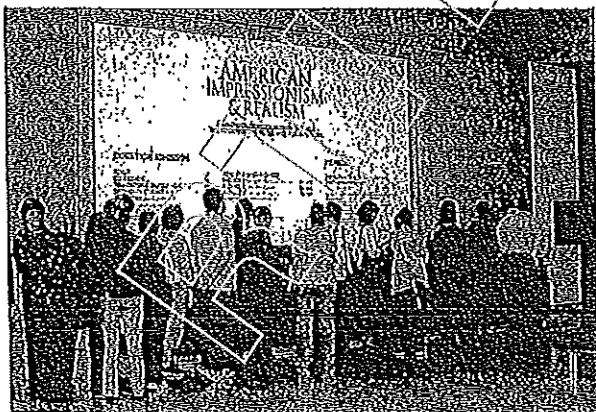
Other events held in association with the exhibition were the 'Bringing the Met to Brisbane' lecture presented by David Burnett, Curator, International Art, and an illustrated lecture titled 'New York Now', presented by guest speaker Kenneth Park. The 'American Impressionism and Realism' evening exhibition viewing had over 100 members in attendance. Insights into American Arts — a series of talks held as part of the Met Up Late — included a different guest speaker each week discussing late nineteenth and early twentieth century American visual art, film, literature and poetry.

A total of 736 Gallery Members attended special 'American Impressionism and Realism' Members programs during the exhibition period.

Gallery Members who joined during the exhibition period received a free ticket to 'American Impressionism and Realism'. There were a total of 696 memberships (consisting of 984 new members) sold during the exhibition.



Gallery Members at the Winter Book Club, June 2009 / Photograph: Natasha Harth



Top: Gallery Members at the 'American Impressionism and Realism' exhibition preview, May 2009 / Photograph: Natasha Harth  
Gallery Members arriving at the 'American Impressionism and Realism' exhibition preview, May 2009 / Photograph: Ray Fulton  
Gallery Members at the private viewing, June 2009 / Photograph: Natasha Harth



# Marketing and communications

## Campaign launch

The exhibition was announced and the national and international marketing and communications campaign launched with an event at the Queensland Art Gallery on Friday, 10 October 2008. The then Minister for Education and Training and Minister for the Arts, The Honourable Rod Welford spoke at the event, which also featured pre-recorded messages by Mr Philippe de Montebello, then Director, The Metropolitan Museum of Art and the exhibition curator, Dr H. Barbara Weinberg, Alice Pratt Brown Curator of American Paintings and Sculpture. These messages were then featured on the exhibition website.

Strong national awareness was achieved with the resulting media coverage, the national direct mail of a collection of six postcards of images from the exhibition, and local and national advertisements.

The initial phase of the campaign featured the tagline, 'The Met Comes to Brisbane' and also included a humorous E-blast featuring a New York cabdriver delivering his passenger to the Queensland Art Gallery instead of the Met. This was placed on YouTube, with links emailed to our subscribers, sponsors and supporters, and received more than 4670 hits.

## Media campaign

The local, regional, national and international media campaign encompassed the media preview, media briefings, an online media centre and national and international distribution of media resources, as well as media familiarisation tours organised with Tourism Queensland and Brisbane Marketing.

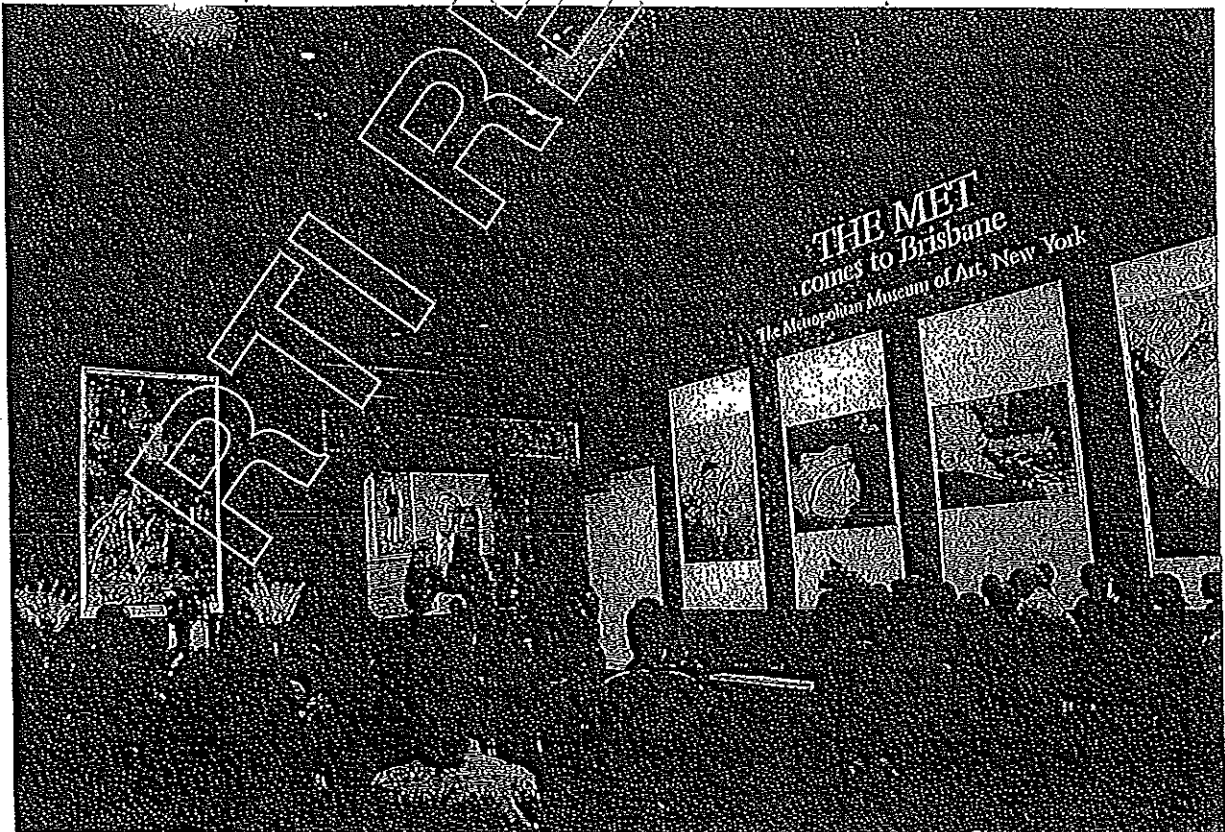
The media preview, held on Friday 29 May, was attended by a total of 130 people, including representatives of local, national and international media. Media attendees included journalists from *The Courier-Mail*, *The Australian*, Channel Seven, *Canberra Times*, *The Australian Financial Review*, *Australian Art Review*, Radio National, Austereo and *Vogue Living*. International media who attended included *Malaysian Women's Weekly*, *Muhlbah*, *Female Magazine* and *Elle Singapore*, with the support of the south-east Asia office of Tourism Queensland.

ABC Radio 612 did a live broadcast from Kelle Higgins Devine's drive program from 3.00pm to 6.00pm before the opening on Friday 29 May.

Media sponsor News Limited provided extensive editorial support. *The Courier Mail* ran several pre-opening stories and a major feature in the ETC section on Saturday 23 May and subsequent coverage included a critical review, travel stories and features on individual artworks and audience response. *The Courier Mail* also provided support through the HeadSt@rt educational section.



Adshel Bus shelters in Brisbane



The exhibition announcement at the Queensland Art Gallery on 10 October 2008 featured a recorded message by Mr Pizopa de Montebello.

**AMERICAN IMPRESSIONISM & REALISM**

UNTIL 20 SEPTEMBER 2009  
 GUTHRIE STANLEY ART GALLERY MELBOURNE  
 TICKETS \$10 (STUDENT & SENIORS) \$15 (CHILDREN 12 & UNDER)  
 WWW.QAG.COM.AU/THE.MET

A LANDMARK EXHIBITION FROM THE MET, THE METROPOLITAN MUSEUM OF ART, NEW YORK

**AMERICAN IMPRESSIONISM & REALISM**

UNTIL 20 SEPTEMBER 2009  
 GUTHRIE STANLEY ART GALLERY MELBOURNE  
 TICKETS \$10 (STUDENT & SENIORS) \$15 (CHILDREN 12 & UNDER)  
 WWW.QAG.COM.AU/THE.MET



QAG | MET | GAG | MUSEUM OF MODERN ART | METROPOLITAN MUSEUM OF ART

**THE MET UPDATE**

5-6 SEPTEMBER 2009  
 GUTHRIE STANLEY ART GALLERY MELBOURNE  
 UNTIL 13 SEPTEMBER 2009

WHISKY JAZZ DJ LIVE MUSIC PERFORMANCES AND TALKS

31 JULY  
**DAVE GRANBY**  
 MELBOURNE

TICKETS \$20 ON SALE NOW  
 qlix | 136 226  
 (BOOKING FEE APPLIES)  
 WWW.QAG.COM.AU/THE.MET

QAG | MET | GAG | MUSEUM OF MODERN ART | METROPOLITAN MUSEUM OF ART


**THE MET UPDATE**

5-6 SEPTEMBER 2009  
 GUTHRIE STANLEY ART GALLERY MELBOURNE  
 UNTIL 13 SEPTEMBER 2009

WHISKY JAZZ DJ LIVE MUSIC PERFORMANCES AND TALKS

28 AUGUST  
**BOB EVANS**  
 (MELBOURNE)

TICKETS \$20 ON SALE NOW  
 qlix | 136 226  
 (BOOKING FEE APPLIES)  
 WWW.QAG.COM.AU/THE.MET



QAG | MET | GAG | MUSEUM OF MODERN ART | METROPOLITAN MUSEUM OF ART

National media partner, *The Australian* provided significant support including a major feature as the cover of the 'Review' supplement on 16 May, and produced an eight-page stand-alone wrap around supplement on 30 May. *The Australian* also ran news stories and a critical review of the exhibition. *The Herald-Sun* ran a major travel feature on Brisbane, with a strong focus on the exhibition.

Exhibition sponsor Channel Seven produced several 'countdown' TV spots with news presenters, which ran in the week leading up to the exhibition. Channel Seven News covered the media preview and the Great South East program ran an extensive Met special hosted by Sofie Formica on Sunday, 21 June which won its timeslot across south-east Queensland with 330 116 viewers and a 50.1% share. The program was also supported by web and online exposure. The popular Queensland Weekender program ran a special report on the final, sold-out event of The Met Up Late series, including an interview with Director Tony Ellwood and headline performer Robert Forster.

Tourism Queensland's major contribution was to organise and support Channel Seven's live broadcast of the Sunrise program from Brisbane in June. David Koch and Melissa Doyle hosted the nationally high rating television program and featured the exhibition as well as the Paris Opera Ballet - two exclusive events in Brisbane from New York and Paris.

TQ also featured the exhibition on the front cover of the Winter/Spring 2009 issue of *Experience Brisbane* magazine, which has a distribution of more than 200 000, including in *The Sunday Mail*.

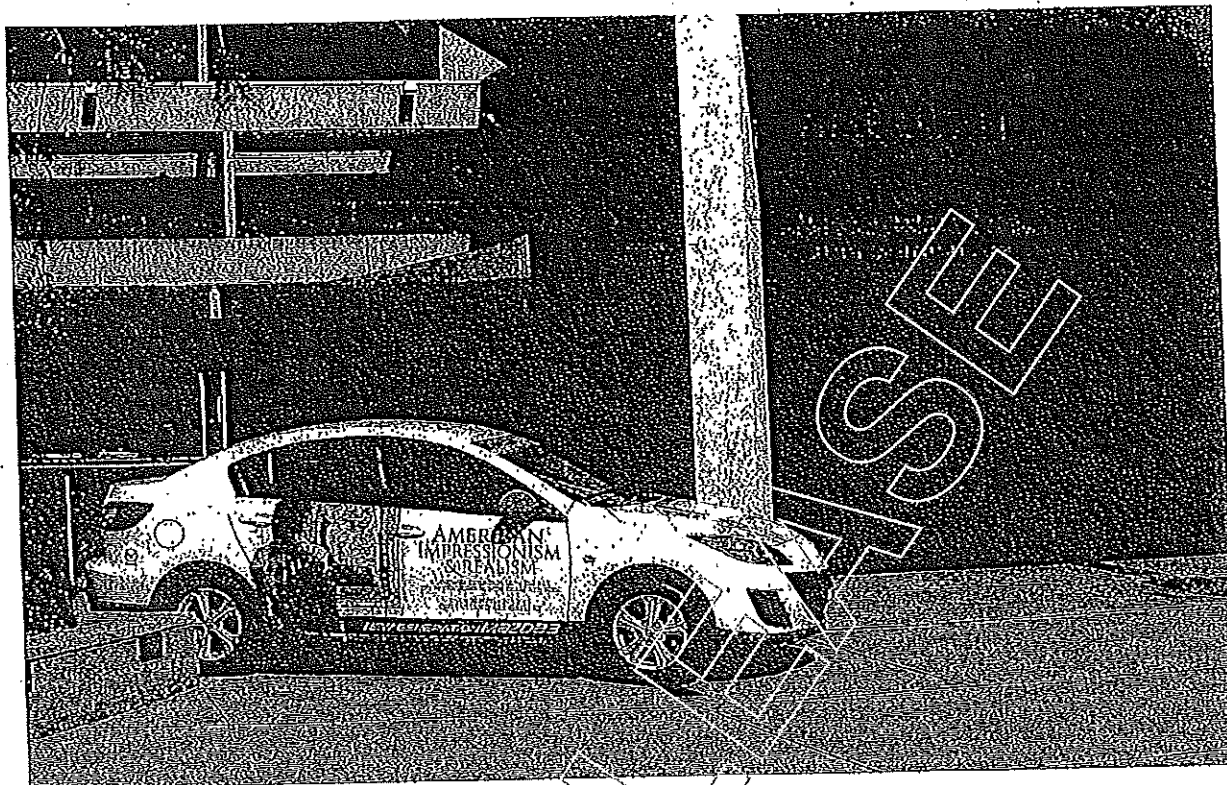
Major features, reviews and other significant coverage also appeared in the *Sydney Morning Herald*, *Australian Financial Review*, *Gold Coast Bulletin*, *City News*, *City South News*, *Brisbane News* and *MX*. The exhibition was also featured on The Ovalton Channel's Sunday programming and WIN TV's Postcards Australia program. The Met Up Late program achieved coverage across street press, music websites and through the social pages of local newspapers and *The Weekend Australian*.

Copies of print media coverage, the Great South East special and listings for all media are included on an enclosed CD.

## Marketing and advertising

The marketing and advertising campaign for the 'American Impressionism and Realism: a landmark exhibition from the Met' was the most extensive and far reaching campaign ever conducted by the Gallery. Working with media and tourism sponsors, the reach of the campaign extended beyond Brisbane into regional Queensland, Sydney, Melbourne, New Zealand and Singapore. The campaign comprised specific strategies for all components of the project: the exhibition, 'The Met Up Late', film program, education and public programs and the Children's Art Centre.





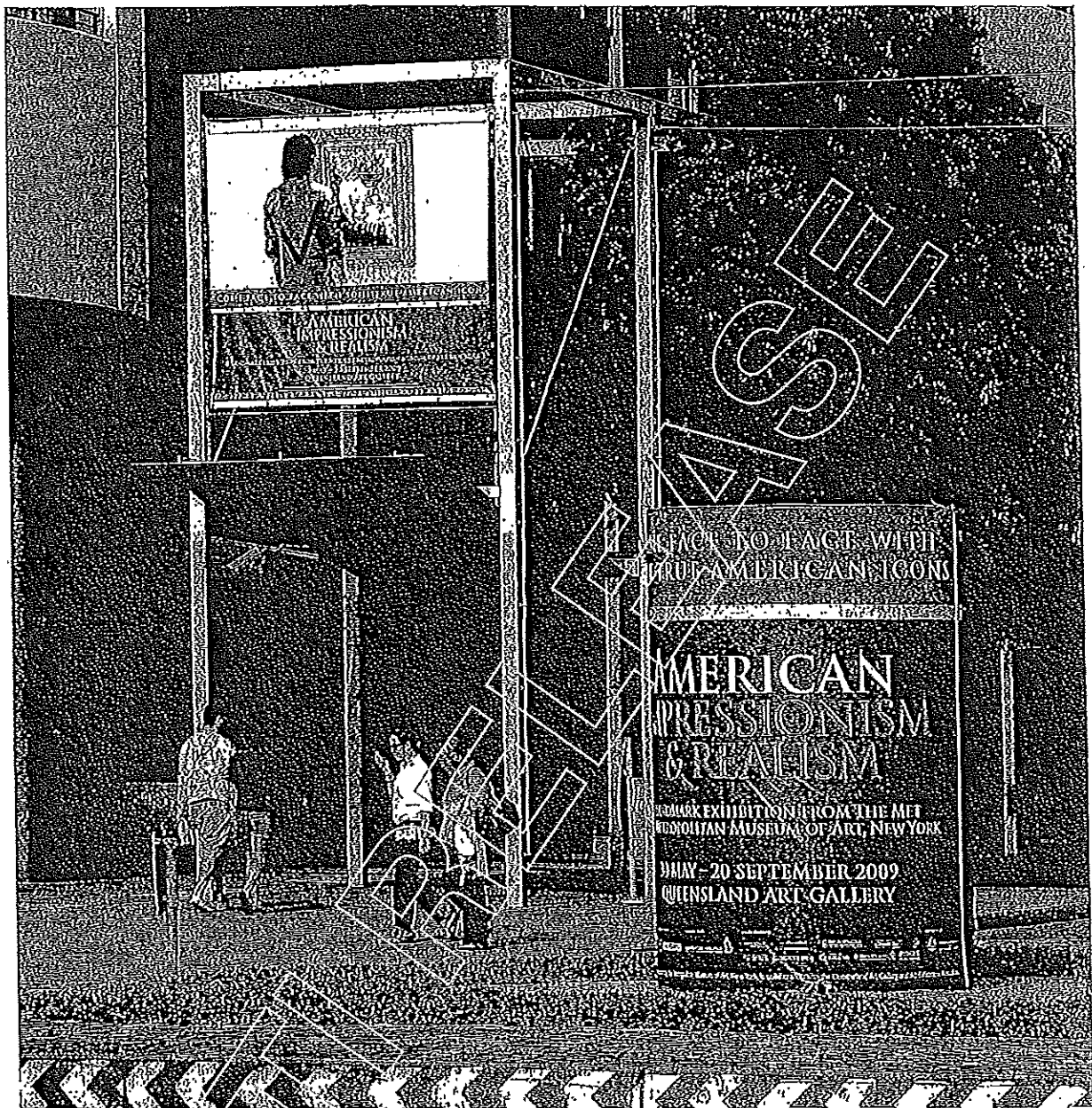
The advertising campaign included placements in national and international art journals together with press and online schedules with the support of News Limited partners ensuring a national and local profile. A strong street-press presence anchored The Met Up Late campaign.

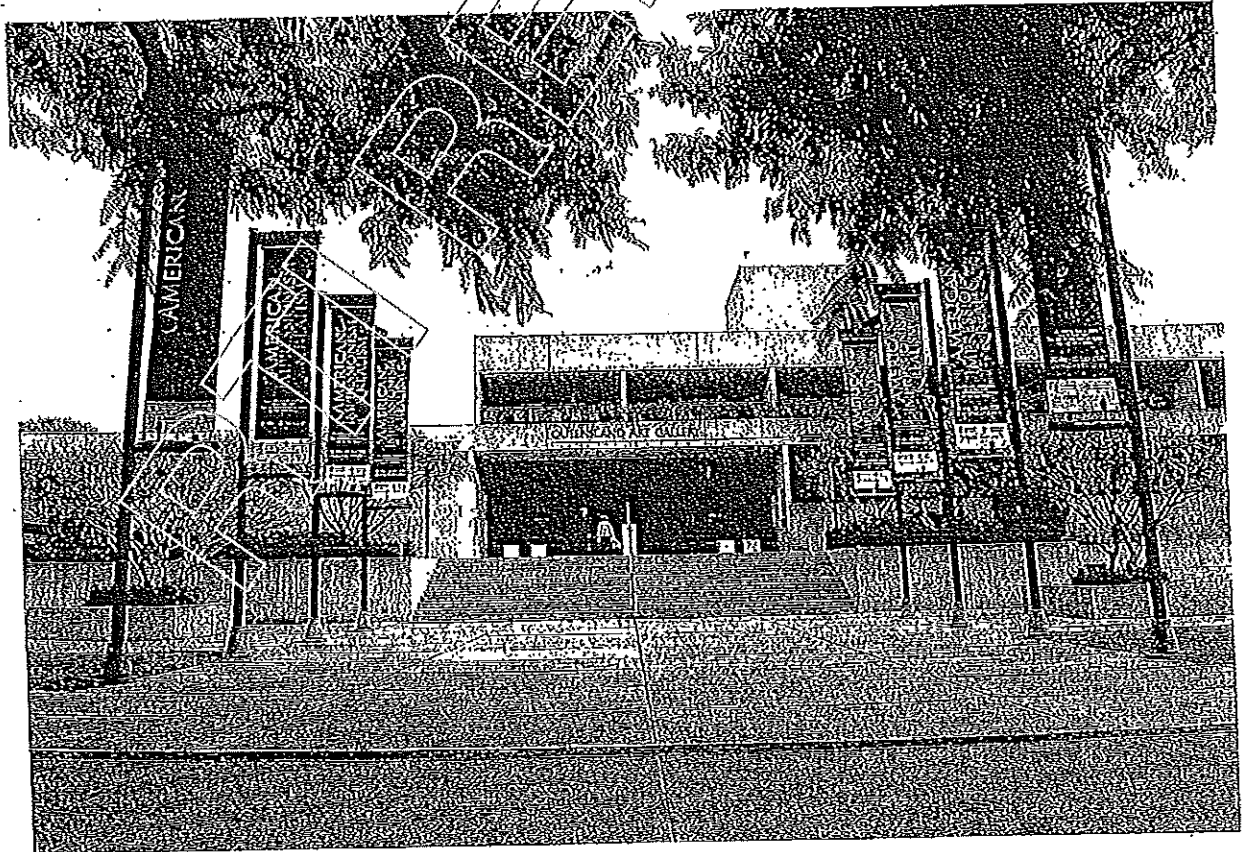
The press schedule for the exhibition consisted of extensive press placements in *The Courier Mail*, *The Australian*, *The Herald Sun* and *Gold Coast Bulletin* throughout the exhibition duration. Online advertisements also appeared on *The Courier-Mail* and *The Australian* news websites.

Tourism advertising included *Endless Summer* and RACQ online campaign.

The street press campaign for The Met Up Late comprised of weekly placements to promote each performer during the series in local street press publications. Online advertisements also featured on *The Courier-Mail* and *The Australian* news websites.

A high profile outdoor advertising campaign was achieved with support of media sponsor Adshel. Two hundred posters were displayed in key bus stops and rail stations throughout Brisbane, Sydney, Melbourne, Sunshine Coast and Cairns.





Billboard signage / Photograph: Ray Fulton  
Queensland Art Gallery pre-roll banners / Photograph: Ray Fulton

Other outdoor advertising included billboards at the Brisbane and Melbourne Airport entryways, street banners along the William Jolly Bridge for the first six weeks of the exhibition, and a banner across the Melbourne Street Walkway between the Gallery and the Queensland Performing Arts Complex.

Use of the Cultural Centre precinct banner sites and poster boxes together with signage in the South Bank precinct and on Grey Street provided further local prominence.

South Bank Corporation supported the exhibition by providing a billboard on the corner of Melbourne Street and Grey Street, and four sites at the Melbourne Street roundabout.

Queensland Rail provided high profile promotional sites at Central Station, Roma Street and South Brisbane Stations.

The Radio CSA and television commercial devised and produced by exhibition sponsor Clemenger Brisbane to maximise non-regular gallery visitors, aired throughout the exhibition on the Austereo network and Channel Seven. The concept involved well known and identifiable American icons in the exhibition with the tagline: 'Come face to face with a true American icon'.

Channel Seven in Brisbane aired the 30 second commercial in 192 spots, while Austereo provided 330 spots in Brisbane, Sydney and Melbourne. Austereo also supported Up Late through its 'Get Busy in Brisbane' airtime with 105 spots on B105 and Triple M. Austereo also delivered an online campaign with ticket giveaways on the Cage. The television commercial was also uploaded to the Gallery's YouTube site for further exposure, with a link emailed to the Gallery's database, sponsors and supporters. It received a total of 3854 hits.

Through Queensland Events, Radio 4BC provided three weeks of advertising using the community service announcement.

A new sponsorship with Greater Union/Birch Carroll and Coyle and Rydges Hotels and Resorts added a generous two-week cinema advertising campaign on 146 screens in 15 cinemas across Brisbane and the Gold Coast, also promoting accommodation packages at the hotel.

Extensive street distribution of the exhibition brochure and poster throughout south-east Queensland and the Sydney and Melbourne markets guaranteed additional campaign reach. An additional brochure, specifically designed for regional sectors, was also distributed. Both brochures were mailed to targeted Gallery databases.



The Met Up Late brochure and poster had regular street distribution in the Brisbane, Sydney and Melbourne markets. Further, The Met Up Late brochure received increased circulation through a Gallery database mail-out.

Additional promotional activities included a viral animated e-blast competition that was distributed to the Gallery's *Artmail* database, dinner packages with South Bank restaurants, 'A Day at the Met' ticket packages and a give-away competition with sponsor Rydges which utilised promotion within Greater Union cinemas.

The exhibition received extensive coverage in the Gallery's suite of corporate marketing materials which includes quarterly program guide *Preview*, the Gallery's magazine *Artlines*, regular distributions of *Artmail* the Gallery's e-newsletter to its database of 17 000 subscribers, and the *Cinefile* program guide.

Further, the Gallery's foyer screens, website homepage, dedicated web pages on the Gallery's site and email signatures were also used as tools for promotion of the exhibition.

The exhibition was one of five key events in Brisbane that were the focus of Brisbane Marketing's national Winter Weekends campaign. The exhibition featured in a local, national and regional press advertising campaign, was a highlight of the campaign website, on airport and street billboards, including the high profile Young and Jackson site in Melbourne.

Tourism Queensland's support of the exhibition also included a wholesale and direct marketing campaign in New Zealand.

Exhibition sponsors Singapore Airlines and Tourism Queensland in Singapore, and Brisbane Marketing collaborated with the Gallery on a full-page advertorial in *The Straits Times* in Singapore promoting the exhibition, Brisbane as a destination, and Singapore Airlines new aircraft.

The Gallery collaborated with Queensland Performing Arts Centre on several joint exhibition and Paris Opera Ballet promotions.



Pages 55 through 57 redacted for the following reasons:

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Folios 55-57 are not in the public interest to release.

RTI RELEASE

**PREMIER'S BRIEFING NOTE**  
*Governance*

Tracking Folder No. TF/08/11122  
Document No. DOC/08/25016

To: THE PREMIER  
Date: 25 September 2008  
Subject: American Masterpieces exhibition---increase  
in funding

Approved / Not Approved / Noted  
Premier .....  
Date 25.9.08  
Date Action Required by: .....  
Requested by: .....  
(if appropriate)

• **RECOMMENDATION**

It is recommended that you:

- sign the attached letter to The Honourable Rod Welford MP, Minister for Education and Training, Minister for the Arts confirming that Arts Queensland (AQ) provide a \$300,000 contribution to the 'American Masterpieces From The Met 1880-1929' exhibition (Attachment A).
- note I have approved \$300 000 be allocated from the Director-General's Reserve to contribute to the exhibition.

• **KEY ISSUES**

- The Queensland Art Gallery (QAG) has been presented with an exclusive opportunity to showcase the 'American Masterpieces From The Met 1880-1929' exhibition from May 2009.
- AQ has been working closely with QAG to determine the details of its operating and exhibitions budgeting.
- Attracting a significant show, such as American Masterpieces, without a budget guarantee is very challenging and presents many issues.
- QAG now needs to be in a position of financial certainty in order to undertake such negotiations.
- In order to achieve such targets, support from AQ and Queensland Events Corporation (QEC) is required.
- Agreement has been reached for the \$900 000 cost of the exhibition to be equally shared between AQ, QEC and this department.
- The letter to the Honourable Rod Welford MP requests that AQ provide a contribution of \$300 000 to the American Masterpieces (Attachment A).
- Michael Denton, QEC, has already committed his support to this amount of the funding.

• **CONSULTATION**

- Arts Queensland, Queensland Events Corporation, Financial Management, DPC.

• **BACKGROUND**

- AQ and QEC had previously committed to providing funding to the American Masterpieces exhibition.
- This occasion will see QAG as the only venue in the world to be offered this exhibition of paintings from the Metropolitan Museum of Art.

Comments (Premier or DG)

*Keir Smith*  
(Keir) Smith  
Director-General  
26.09.08

Action Officer: Renaye Rostagno  
Area: Events Coordination  
Telephone: 46847

Approvals by Director / ED / DDG  
documented in notes in TRIM



## Office of the Premier

For reply please quote: Events Coordination VRR24 - TF/08/11122

06 OCT 2008

The Honourable Rod Welford MP  
Minister for Education and Training and  
Minister for the Arts  
PO Box 15033  
CITY EAST QLD 4002

Executive Building  
100 George Street Brisbane  
PO Box 15185 City East  
Queensland 4002 Australia  
Telephone +61 7 3224 4500  
Facsimile +61 7 3221 3631  
Email [ThePremier@premier.qld.gov.au](mailto:ThePremier@premier.qld.gov.au)  
Website [www.thepremier.qld.gov.au](http://www.thepremier.qld.gov.au)

Dear Minister

As you are aware, the Queensland Art Gallery (QAG) has been presented with an exclusive opportunity to showcase the 'American Masterpieces From The Met 1880-1929' exhibition. This occasion will see QAG as the only venue in the world to be offered this exhibition of paintings from the Metropolitan Museum of Art.

QAG now needs to be in a position of financial certainty in order to undertake such negotiations.

I understand that negotiations have occurred with Arts Queensland and I am eager to confirm your department's contribution of \$300 000 to support the American Masterpieces exhibition. Queensland Events Corporation and my department will also provide equal contributions of \$300 000 to ensure a total of \$900 000 is provided for the exhibition. I am pleased to advise that Queensland Events Corporation has committed to this contribution.

Officers from your department have been working closely with QAG to consider the details of its operating and exhibitions budgets. QAG has established comprehensive budgeting for this program, which includes ambitious targets for sponsorship and philanthropy, in addition to its earned revenue and contribution. Further to this, QAG has committed to reducing programming by \$100 000.

If your officers have any further questions regarding this matter, they can liaise with Ms Patrice Fogarty, Director, Events Coordination from within my department on telephone (07) 3405 5652 or by email at [patrice.fogarty@premier.qld.gov.au](mailto:patrice.fogarty@premier.qld.gov.au).



Queensland  
Government



This exhibition is expected to break Australasian records and will only further enhance the already successful reputation of QAG. I thank your department for its support.

Yours sincerely

ANNA BLIGH MP  
PREMIER OF QUEENSLAND

B/C

Mr Michael Denton, Chief Executive Officer  
Queensland Events Corporation

By direction. For your information.

  
Nick Williams  
Senior Policy Advisor



The Honourable Rod Welford MP



Queensland  
Government

Minister for Education and Training  
Minister for the Arts

21 OCT 2008

The Honourable Anna Bligh MP  
Premier of Queensland  
PO Box 15185  
CITY EAST QLD 4002

Dear Premier

Thank you for your letter dated 6 October 2008 regarding the Queensland Art Gallery (QAG) *American Masterpieces from the Met 1880-1929* exhibition.

I am pleased to confirm that my department will contribute \$300 000 towards the cost of the exhibition.

This exhibition is an excellent opportunity for QAG to strengthen partnerships with Government and Industry stakeholders, and build on the successes of the *Warhol* and *Picasso* exhibitions.

Should your officers wish to discuss this matter further, they can contact Ms Jackie Branch, Executive Director, Arts Infrastructure and Services on telephone (07) 3224 4462 or by email at [jackie.branch@arts.qld.gov.au](mailto:jackie.branch@arts.qld.gov.au).

Yours sincerely

Rod Welford MP

Ref: 08/152419

Your ref: Events Coordination/RR24-TF/08/11122

Level 22 Education House  
30 Mary Street Brisbane  
PO Box 15033 City East  
Queensland 4002 Australia  
Telephone +61 7 3237 1000  
Facsimile +61 7 3229 5335  
Email [educationandarts@ministerial.qld.gov.au](mailto:educationandarts@ministerial.qld.gov.au)  
Website [www.education.qld.gov.au](http://www.education.qld.gov.au)  
ABN 65 959 415 158

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DEPARTMENT OF EDUCATION, TRAINING AND THE ARTS

ARTS QUEENSLAND

GENERAL BRIEFING NOTE

2 OCT 2008

TO: THE MINISTER

A108/00628

Noted/Supported by D/G.....
Date .....
Noted / Approved / Not Approved
Minister <i>[Signature]</i>
Date <i>21/10/08</i>
Date Action Required By: .....

SUBJECT: MEDIA ANNOUNCEMENT OF 'AMERICAN IMPRESSIONISM AND REALISM: A LANDMARK EXHIBITION FROM THE MET' AT THE QUEENSLAND ART GALLERY ON TUESDAY 21 OCTOBER 2008.

RECOMMENDATION

It is recommended that the Minister note the following information regarding the media announcement of 'American Impressionism and Realism: A landmark exhibition from the Met' The Metropolitan Museum of Art, New York, an exhibition coming to the Queensland Art Gallery in 2009, in which:

- the Minister is confirmed to attend the media announcement being held at the Queensland Art Gallery, from 12:00pm on 21 October 2008.
- the Premier of Queensland, the Honourable Anna Bligh MP, is making the announcement, including pre-recorded statements from the retiring Director Philippe de Montebello and Curator Barbara Weinburger from The Metropolitan Museum of Art, New York.

Minister's Comments:

*Yesterday - no need to go to Min  
BB 22/10*

BACKGROUND

1. A new exhibition at the Queensland Art Gallery from the prestigious Metropolitan Museum of Art, New York will be presented from 30 May to 20 September 2009.
2. The exhibition, titled 'American Impressionism and Realism: A landmark exhibition from the Met' The Metropolitan Museum of Art, New York, will be exclusive to Brisbane.
3. 'American Impressionism and Realism: A landmark exhibition from the Met' will be the Queensland Art Gallery's major paying exhibition in 2009. The exhibition is being organised by The Metropolitan Museum of Art, New York in collaboration with Queensland Art Gallery and Art Exhibitions Australia.

Action Officer and Position: Amelia Gundelach, Media Coordinator, Queensland  
Telephone: 0404 994 985 or 07) 3840 7162.  
TRIM No: 08/162348  
Date brief completed by Action Officer: 9/10/08

AQ File No.

4. The loan of the exhibition is the result of the temporary closure of the Metropolitan Museum's American wing for renovations and has been offered exclusively to the Queensland Art Gallery.
5. Pre recorded comments will be shown once the announcement has been made by the Premier, which will include retiring Director Philippe de Montebello and Curator Barbara Weinberg from The Metropolitan Museum of Art, New York.
6. The Premier is announcing the exhibition 'American Impressionism and Realism: A landmark exhibition from the Met' The Metropolitan Museum of Art, New York, at the media event to be held at the Queensland Art Gallery from 12:00pm on 21 October 2008.
7. The media announcement will be attended by select local, regional, interstate and international media, as well as key stakeholders and supporters. The aim of the event is to:
  - announce the exhibition
  - secure important local, national and international media coverage of the show, and
  - generate word of mouth and expectation about this major event for Queensland.
8. This exceptional project has come about as a result of the successful partnership between the Queensland Art Gallery and Art Exhibitions Australia in presenting 'Picasso & his collection', as well as the gallery's increasing reputation as an international destination for significant exhibitions.
9. The exhibition will present more than 70 paintings from the Metropolitan Museum's American collection, including works by James McNeill Whistler, Mary Cassatt and John Singer Sargent.
10. A number of iconic Australian works, from major Australian collections, by artists such as Charles Conder, Arthur Streeton and Tom Roberts, will also be included.
11. The exhibition will continue to build on Brisbane and Queensland's appeal as a cultural tourism destination.
12. The Metropolitan Museum of Art, New York, is considered to be the most prestigious art museum in the world, housing a collection of more than two million objects covering the entire range of art history, from Greek and Roman antiquities to the art of the present day.
13. Although the Metropolitan Museum is a generous lender of individual art works to important exhibitions, it rarely tours its collections in thematic exhibitions such as this.

#### KEY ISSUES

14. A total of \$900 000 in principal sponsorship funding for this exhibition has been committed by the Department of the Premier and Cabinet, Queensland Events and Arts Queensland.
15. Tourism Queensland support is being planned.

Action Officer and Position: Amelia Gundelach, Media Coordinator, Queensland  
Telephone: 0404 894 985 or 07) 3840 7162.  
TRIM No: 08/152348  
Date brief completed by Action Officer: 9/10/08

AQ File No.

**MEDIA RELEASE**

16. A draft media release will be prepared by the Queensland Art Gallery and provided to Arts Queensland, in accordance with protocols.

Director: Queensland Art Gallery

Signature: Tony Ellwood	Date: 8/10/08
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Executive Director, Arts Infrastructure & Services: Jackie Branch

Signature: APPROVED	Date: 14/10/08
Resource Implications	
Approved - <input type="checkbox"/>	Not Approved - <input type="checkbox"/>
Not Applicable - <input type="checkbox"/>	

Comments:

Deputy Director-General, Arts Queensland: Lalgah Tabrett

Signature: <i>[Handwritten Signature]</i>	Date: 17/10/08
Recommended - <input checked="" type="checkbox"/>	Not Recommended - <input type="checkbox"/>

DDG: Is consideration by the DDG required prior to forwarding to the Minister's Office?

YES  NO

Comments:

Action Officer and Position: Amella Gundelach, Media Coordinator, Queensland  
 Telephone: 0404 894 885 or 07) 3840 7162.  
 TRIM No: 08/152348  
 Date brief completed by Action Officer: 9/10/08

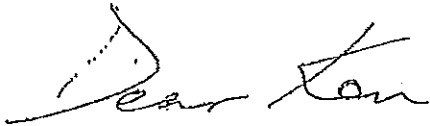
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QUEENSLAND ART GALLERY GALLERY OF MODERN ART

11 February, 2009

Mr Ken Smith  
Director-General  
Department of the Premier and Cabinet  
PO Box 16185  
CITY EAST QLD 4002



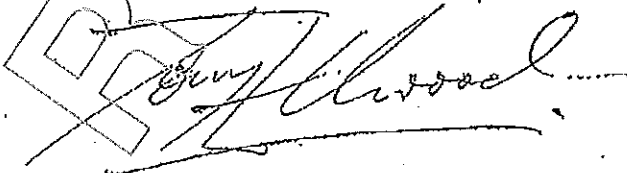
Thank you again for your support of 'American Impressionism and Realism: A Landmark Exhibition from the Metropolitan Museum of Art, New York' at the Queensland Art Gallery from 30 May to 20 September 2009. The project is progressing extremely well and is certain to attract considerable audiences, including visitors to Brisbane from regional Queensland, interstate and overseas.

Further to our discussions, I am writing to seek your advice on how best to proceed with securing the remaining contribution of \$300,000 from the Department of Premier and Cabinet.

We are in separate discussions with Queensland Events and Arts Queensland for their contributions to the exhibition.

The Gallery is very grateful for your advocacy and support of this exciting project and I appreciate and look forward to your advice on this matter.

Yours sincerely



Tony Ellwood  
DIRECTOR



Queensland  
Government  
Arts Queensland

Queensland Art Gallery  
Staley Place South Bank Brisbane Queensland  
PO Box 3688 South Brisbane Qld 4101 Australia  
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Email: gallery@qag.qld.gov.au | Website: www.qag.qld.gov.au

RTI RELEASE

Contrary to Public Interest

**PREMIER'S BRIEFING NOTE**  
Arts Queensland

Tracking Folder No. TF/09/1142  
Document No. DOC/09/43368  
AQ Ref 09/68387

*Noted*

To: **THE PREMIER**  
Date: **15 April 2009**  
Subject: **Media Preview and Official Opening of 'American Impressionism and Realism: A Landmark Exhibition from the Met, The Metropolitan Museum of Art, New York' at the Queensland Art Gallery on Friday 29 May 2009.**

Approved / Not Approved / Noted  
Premier .....  
Date .....  
Date Action Required by: .....  
Requested by: .....  
(If appropriate)

**RECOMMENDATION**

It is recommended that you

*Note Prem will attend Opening + contribute message*

- note the information which invites you to officially open 'American Impressionism and Realism: A Landmark Exhibition from the Met' at 6.30pm on Friday 29 May 2009 (Attachment 1)
- attend the VIP Preview from 5.30-6.30pm
- speak at its Media Preview at 11am that morning, and
- contribute a message for the exhibition's catalogue.

*Dear chief:*

**KEY ISSUES**

- The Queensland Government is Presenting Sponsor of the exhibition with funding of \$300 000 each from the Department of the Premier and Cabinet, Arts Queensland and Queensland Events Corporation.
- As the Australian Government will be contributing to the exhibition by providing indemnification through Art Indemnity Australia, Art Exhibitions Australia will invite the Prime Minister to have an official role at the exhibition's opening.
- The Queensland Government has provided \$2 million to refurbish Queensland Art Gallery exhibition spaces, in preparation for displaying the exhibition.

**BACKGROUND**

- 'American Impressionism and Realism' is a world exclusive exhibition, being presented at the Queensland Art Gallery from 30 May to 20 September 2009. It has been organised by The Metropolitan Museum of Art, New York, in collaboration with the Queensland Art Gallery and Art Exhibitions Australia.
- The exhibition will feature 71 Impressionist and realist paintings from The Metropolitan Museum of Art. In addition, 29 Australian paintings of the same period will be shown. A loan of this kind is unprecedented and unlikely to be repeated.

*[Signature]*  
Ken Smith  
Director-General  
22/04/09

Comments (Premier or DG)

[Empty box for comments]

Action Officer: Sandra McLean  
Area: Comms & marketing  
Telephone: 3226 8098

Approvals by Director / ED / DDG documented in notes in TRIM 09/68387

Attachment 1

30 March 2009

The Honourable Anna Bligh, MP  
Premier of Queensland  
PO Box 15185  
CITY EAST QLD 4002

Dear Premier

It is with great pleasure that I invite you to officially open the world exclusive exhibition 'American Impressionism and Realism: A Landmark Exhibition from the Met, The Metropolitan Museum of Art, New York', at the Queensland Art Gallery, 6.30pm on Friday 29 May 2009.

I would be delighted if you would join a VIP Preview with sponsors, visitors from the Met and other key guests at 5.30pm, before the official proceedings. A Media Preview for the exhibition is planned and I also invite you to speak at this event, at 11am on the same day.

'American Impressionism and Realism' is organised by The Metropolitan Museum of Art in collaboration with the Queensland Art Gallery and Art Exhibitions Australia. It will be presented from 30 May to 20 September 2009.

Given the Federal Government's contribution, providing indemnification of the exhibition, Art Exhibitions Australia is obliged to invite the Prime Minister to have an official role at the opening.

The exhibition will feature 71 impressionist and realist paintings from The Metropolitan Museum of Art, from the late nineteenth and early twentieth centuries. In addition, 29 Australian paintings will be shown.

The Metropolitan Museum of Art is one of the world's most prestigious art museums and its American Wing has one of the finest and most comprehensive collections of American art. A loan of this scale is unprecedented and unlikely to be repeated.

A substantial exhibition catalogue will be produced to document the exhibition, and I also invite you to contribute a message for this important publication. (A draft will be provided for your consideration.)

I hope we will have the opportunity to welcome you to the Gallery for 'American Impressionism and Realism'. Please do not hesitate to contact me for more information on the exhibition or the Official Opening on telephone (07) 3840 7336 or email [tony.ellwood@gag.qld.gov.au](mailto:tony.ellwood@gag.qld.gov.au)

Yours sincerely

Tony Ellwood  
Director



Pages 69 through 70 redacted for the following reasons:

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Folios 69-70 are exempt under Schedule 3 # 6 of the Right to Information Act 2009 (Qld).

RTI RELEASE



Penny James

From: Jill Martin  
Sent: Monday, 13 July 2009 12:29 PM  
To: Jackie Branch  
Subject: FW: Attendance stats re profile on Tony in AFR's BOSS Magazine - Aug 09

Gallery attendances

Jill Martin | Senior Communication and Marketing Officer | Arts Queensland | Level 16,  
111 George St | GPO Box 1436 Brisbane, Queensland, 4001

Direct Line 3224 5309 | Fax 3224 4077 |

Email: jill.martin@arts.qld.gov.au

Exhibition attendances - Qld Art Gallery and Gallery of Modern Art  
(GOMA)

'American Impressionism and Realism: A Landmark Exhibition from the Met'  
Queensland Art Gallery  
30 May - 20 September, 2009

Attendance: 42, 000 visitors (as at 9 July, 2009)  
Daily average: 1000 visitors (thus far)  
\*\*The exhibition will continue until 20 September 2009, and will include  
'The Met Up Late' program which runs from 31 July - 18 September.

'The China Project'  
Gallery of Modern Art (GOMA)  
28 March - 28 June 2009  
Attendance: More than 117,000  
Daily average: 1255

'Contemporary Australia: Optimism'  
Gallery of Modern Art (GOMA)  
15 November 2008 - 22 February 2009  
Attendance: More than 186,000  
Daily average: 1860

'Picasso & his collection'  
Gallery of Modern Art (GOMA)  
9 June - 14 September 2008  
Attendance: More than 200,000 visitors  
Daily average: More than 2000 visitors

'Andy Warhol'  
Gallery of Modern Art (GOMA)  
8 December 2007 - 13 April 2008  
Attendance: More than 230, 000 visitors  
Daily average: More than 1800 visitors

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985  
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QUEENSLAND ART GALLERY | GALLERY OF MODERN ART

Julle Gelser

From: Amelia Gundelach (amelia.gundelach@qag.qld.gov.au)  
Sent: Tuesday, 8 September 2009 3:40 PM  
To: Sandra McLean; Jill Martin  
Cc: Julle Gelser; Daniel Cameron  
Subject: RE: Stats and visitor feedback for Contrary to Public Interest re final week/days of The Met  
Hi Sandra and Jill,

Do you know when the Premier's Office is planning to issue the release re The Met?  
As you're aware Cont has keen to develop a news story highlighting the final week/days of the exhibition.  
We've prepared the below stats and visitor feedback re the exhibition for Cont in preparation for this story and with your approval will provide this to her. With Premier's approval we will also coordinate a pic for this story in the context of the show.  
Happy to discuss...

Thanks,  
Amelia

### 'AMERICAN IMPRESSIONISM AND REALISM: A LANDMARK EXHIBITION FROM THE MET'

#### EXHIBITION ATTENDANCE FIGURES

- Audience response to the exhibition had been overwhelmingly positive with the show attracting up to 1000 visitors a day.
- For the period 30 May to 31 July, 79% of visitors were from Queensland and 18% from Interstate – the highest percentage of Interstate visitors to any major Queensland Art Gallery / Gallery of Modern Art exhibition to date. Visitors from overseas have accounted for 3%.
- Of Queensland visitors, 74% have been from the Brisbane metro area, 26% from regional Queensland.
- Seventeen per cent of attendees were visiting the Gallery for the first time, attracted specifically by this exhibition.
- The exhibition attracted an even spread visitors across all age groups. Visitors under 35 years accounted for 38% of attendance, 32% were in the 35-55 age bracket and 30% were over 55.

#### SELECTED VISITOR QUOTES AND FEEDBACK

Feedback has been overwhelmingly positive, with 95% of visitors indicating they enjoyed the exhibition, or enjoyed it very much. Visitors have singled out the selection of paintings, the thematic presentation and the layout of the exhibition as adding to their experience.

- "The choice of paintings was exceptional for their variety in theme and execution. I enjoyed the layout and display provided by the art gallery. The staff were helpful and charming and our guide made the visit memorable with her manner, depth of knowledge and presentation."
- Inclusion of Australian works in the exhibition was very popular with visitors, including the iconic Australian Impressionist works loaned from galleries around the country.
- "The opportunity to see John Singer Sargent portraits - really stunning. Particularly liked the idea of the juxtaposition of Australian works from same period and the time line putting it all into context. Painting notes were concise, informative and legible (did not have to use glasses or 'cuddle' the wall). Will be back for a second viewing. Thanks for a very enjoyable exhibition."

\*\*\*\*\* CAA DISCLAIMER \*\*\*\*\* ... Page 2 of 4

- "The Information provided enhanced my viewing and since we had a child with us, he enjoyed both the kids' info and the audio lounge. It was really exciting to see paintings on the wall that I have previously only seen in books."

#### THE MET REGIONAL LECTURE TOUR

- The Met Regional Lecture tour travelled to 21 venues throughout Queensland and Northern NSW.
- Ten senior curatorial and managerial staff members from the Gallery delivered the lecture across these venues, showing the Gallery's commitment to regional audiences.
- The venues for the regional lecture tour were Stanthorpe Regional Art Gallery, Bundaberg Regional Art Gallery, Caloundra Regional Art Gallery, Gympie Regional Art Gallery, Perc Tucker Gallery Townsville, New England Regional Gallery Armidale, Redcliffe City Art Gallery, Outback Regional Gallery Winton, Tweed River Art Gallery Murwillumbah, KickArts Gallery Cairns, Toowoomba Regional Art Gallery, Dogwood Crossing @ Miles, Warwick Art Gallery, Artspace Mackay, Grafton Regional Gallery Grafton, University of the Sunshine Coast, Noosa Regional Gallery, Roma on Bungil Gallery and the Gladstone Regional Art Gallery.

#### THE MET UP LATE

- As at Monday 7 September 2009 - 6 weeks into the 8 week program - there have been 4 705 total attendees (which is a weekly average of 785 visitors)
- The Met Up Late featured exclusive performances from leading national musicians in intimate solo, duo and trio performances, most of which were unique to the Up Late series. These included Dave Graney's album launch date, a solo performance from Bob Evans and a captivating set from chanteuse Holly Throsby. The final date with Robert Forster will feature the iconic Brisbane musicians performing in an all new trio format with violin and double bass.

#### MERCHANDISE

- The exhibition catalogue pickup rate has been 1 in every 18 people that visit the exhibition. The exhibition merchandise is selling well - a number of items have sold out.
- Popular items include the replica jewellery from the Met (several lines have sold out), products from the Met Museum such as tote bags, scarves and paper products, and items featuring works from the exhibition including mugs, prints, greeting cards and key-rings.

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QUEENSLAND ART GALLERY | GALLERY OF MODERN ART

Hi Sandra,

Please find attached the Premier's release we've drafted on the final weeks of The Met, highlighting the final Up Late sessions.

Sandra [ ] is interested in developing a good news story on the final weeks of the Met show to run in the Courier Mail at some stage next week so we're in the process of collating some additional information ie visitor feedback and quotes and Up Late attendances, in preparation for this. Are you able to advise the Premier's Office of [ ] plans and that she would also like to interview Tony about the public response to the exhibition early next week?

We would of course send you any stats and visitor feedback etc for your consideration and approval, prior to providing anything to [ ]

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Thanks,  
Amella

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QUEENSLAND ART GALLERY | GALLERY OF MODERN ART

---

From: Sandra McLean [<mailto:Sandra.McLean@arts.qld.gov.au>]  
Sent: Tuesday, 1 September 2009 8:55 AM  
To: Amella Gundelach  
Cc: Jill Martin; Julie Geiser  
Subject: Scott redford + met release\_

Hi Amella - any word on when Tony will be available for the [redacted] video iv?  
Also can we have a final Met release pls before it closes on 20 Sept for Premier to talk about numbers and final up late?  
Cheers Sandra

Sandra McLean | Assistant Director, Communications | Arts Queensland | Level 16, 111 George St | GPO Box 1436 Brisbane, Queensland, 4001

Direct Line 32258098 | m 0417764549 |

Email: [sandra.mclean@arts.qld.gov.au](mailto:sandra.mclean@arts.qld.gov.au)

Thinking of printing out? Please consider the environment

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RTI RELEASE



Julie Geiser

From: Amella Gundelach [amella.gundelach@qag.qld.gov.au]  
Sent: Wednesday, 9 September 2009 1:00 PM  
To: Sandra McLean  
Cc: Julie Geiser; Jill Martin; Daniel Cameron  
Subject: RE: The Met attendances  
Hi Sandra,

Please find below some points that may assist in discussions with Eddie re The Met exhibition, for your consideration. The attendance stats are detailed below.

Thanks,  
Amella

- The attendance 'American Impressionism and Realism' will achieve is, by national and international museum standards, extremely successful – and will probably put The Met exhibition in the top six ticketed exhibitions ever held at the Queensland Art Gallery and Gallery of Modern Art.
- Given the major difference between 'The Met' exhibition and previous blockbuster exhibitions 'Andy Warhol' and 'Picasso', we must be careful making audience number comparisons between the exhibitions as it suggests the Met exhibition wasn't a success – which indeed it was. It is also important to emphasise that the exhibition was extremely successful in terms of many other critical measures: its curatorial quality; critical reviews nationally; audience feedback and appreciation; the strong relationship it has now achieved for the Gallery with the Metropolitan Museum of Art, New York; its economic impact (figure to be calculated and advised); profile of the Gallery and Brisbane as cultural tourism destination. The Gallery has definitely achieved the project's aim, which was to introduce American Impressionist and Realist painting to Australian audiences.
- Warhol and Picasso are global 'artist brands' and two of the greatest, most renowned artists of the twentieth century – and as such will always attract massive attendances, which they did in Brisbane. Australian audiences are not familiar with American Impressionism and Realism and most of the artists are relatively unknown here, so the Gallery did not expect to achieve the same level of attendance.
- The Met has attracted an average daily attendance of up to 1000 visitors. We expect it will achieve a total attendance of around 100,000 visitors when it concludes on September 20, 2009. This is a very strong result for an exhibition.
- Polls have indicated that 18% of visitors were from interstate, and 3% from overseas. Of Queensland visitors, 74% have been from the Brisbane area and 26% from regional Queensland.
- Visitor and critical reception to the exhibition has been tremendously positive.

Andy Warhol  
18 weeks (126 days)  
232,389 total  
1844 daily average

Picasso & his collection  
14 weeks (98 days)  
206,580 total attendance  
2108 daily average

American Impressionism and Realism: A Landmark Exhibition from The Met  
16 weeks (114 days)  
Around 100,000 is the expected total attendance

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Up to 1000 visitors per day

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**From:** Sandra McLean [<mailto:Sandra.McLean@arts.qld.gov.au>]  
**Sent:** Tuesday, 8 September 2009 5:16 PM  
**To:** Amella Gundelach  
**Cc:** Jill Martin  
**Subject:**

Hi Eddle has asked how the Met crowd figures compare to Picasso and Warhol?  
Cheers Sandra

Sandra McLean | Assistant Director, Communications | Arts Queensland | Level 16, 111 George St | GPO  
Box 1436 Brisbane, Queensland, 4001

Direct Line 32258098 | m 0417764649 |

Email: [sandra.mclean@arts.qld.gov.au](mailto:sandra.mclean@arts.qld.gov.au)

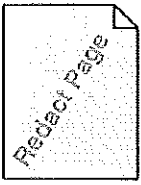
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