

Hadley's Art Prize

HOBART

19 March, 2018

Philip Holliday
Director Community Development
City of Hobart
50 Macquarie Street
Hobart TAS 7000

Dear Philip

Thank you for your time recently to discuss the Hadley's Art Prize, still to our knowledge the world's most lucrative landscape art award. Further to our meeting, I am pleased to provide Council with some information about the Prize, in particular our plans for 2018 and beyond. The dates for this coming exhibition are July 20 to August 25, 2018.

The 2017 exhibition exceeded our expectations in terms of first year entrants and attendees and the winner, Peter Mungkuri, was widely celebrated and appreciated. In our first year approximately 5,500 people attended the exhibition. Having not done such a thing previously, our team learnt many lessons which we are keen to put into effect for the 2018 event. As such, we have reviewed and revised all aspects of the Prize with a focus on ensuring its' long-term relevance and viability.

From our review it has become clear there is an opportunity to make more of the already popular *People's Choice Award* (PCA), and the best ways to do this are to increase its promotion and the prizemoney. To this end, we would like to propose a partnership between the Hadley's Art Prize, the City of Hobart and the Mercury to support building this element of our Prize and exhibition.

The PCA uses a bespoke, tablet-based application to capture the votes of exhibition attendees and last year 1,614 votes were recorded (around 30% of total attendees), with 83% of votes made by Tasmanians. We expect attendance, voting and general engagement with the Prize to increase in 2018 based on the success of the 2017 Prize. Certainly, the quality of the judging panel for 2018 (Jane Stewart, Michael Zavros and Clothilde Bullen) suggests we will grow our presence on the national art scene.

Our suggestion is that the City of Hobart make a meaningful, long-term contribution to the prize by supporting the *People's Choice Award* financially and in partnership with The Mercury, by way of an annual \$10,000 cash investment. This would allow us to leverage a matching \$10,000 promotional contribution by The Mercury to ensure excellent awareness of



HADLEY'S ORIENT HOTEL
34 Murray Street
Hobart, Tasmania, 7000
Phone: +613 6237 2999
www.hadleyshotel.com.au

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the Council's support for a new PCA prize of \$10,000. We expect it would be referred to as for example, "The City of Hobart and Mercury People's Choice Award".

We are open to a range of entitlements as part of this proposed support, perhaps including such things as an opportunity for aldermen to meet the winner(s), attendance at Hadley's Art Prize ticketed events, exclusive access by arrangement to the exhibition space for Council aldermen and staff, guided tours or other ideas.

Our entire team would value this opportunity to partner with the City of Hobart. If there are opportunities to promote the exhibition through any of Council's own channels, we can provide rich and engaging content, or make available any of our team for an interview or photo opportunity.

We have high hopes that the Hadley's Art Prize will become one of Tasmania's and Australia's most celebrated artistic awards. This will only be possible with the support of our valued partners, and we look forward to a future that includes a mutually beneficial association with the City of Hobart.

Please feel free to contact me if you would like to discuss any of the above items.

Kind regards



Ben Targett
CEO, Hadley's Orient Hotel
b.targett@oldwoolstore.com.au
www.hadleyshotel.com.au



Dr Amy Jackett
Curator of Hadley's Art Prize, Hobart
curator@hadleysartprize.com.au
www.hadleysartprize.com.au



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