

Terms of Reference

BACKGROUND

In 1999 and again in 2004 Maroondah City Council developed and maintained a database of artists, arts organisations and arts service providers living and working in Maroondah for a period of time. The purpose of the database was to promote the scope and diversity of arts opportunities, resources and services available within Maroondah.

In 2009, Council's Arts and Cultural Services Team identified and reaffirmed that to best meet the needs of the local arts community it is necessary to connect with that community to establish needs and to broker information sharing. This will be achieved through Artzone, which will consist of an arts register, a quarterly e-newsletter and a network.

PURPOSE AND AIMS

Purpose:

To develop a strong arts community by playing a key role in the development and maintenance of an integrated, coordinated and collaborative service system that works towards the improvement of service provision to the Maroondah arts community.

Aims:

- To connect people, share ideas, resources and information, improve skills and assist in the creation of new artworks;
- To assist in the promotion of artists, arts organisations and arts service providers to the broader community;
- Identify needs, issues and service gaps within the arts in the municipality;
- Seek to improve and expand Arts and Cultural Services in Maroondah;
- Build partnerships and work collaboratively;
- Advocate on behalf of the local arts community.

ARTZONE MODEL

Consists of four components:

- E-newsletter/e-bulletin
- Arts Register
- Network
- Contact point

E-newsletter/e-bulletin:

A quarterly e-newsletter will be used to share information. The information contained in the e-newsletter will be correct at the time of emailing but is subject to change. An e-bulletin will be sent when information requires dissemination before the next newsletter is issued.

Arts Register:

An Arts Register accessible to both Council and the general public wishing to connect with artists, arts organisations or arts service providers in Maroondah:

- Upon request from the public, Council will only provide a contact name, email address, website address and art medium if the box on the Artzone Registration Form has been ticked allowing this information to be passed on.
- If this box has not been ticked then the contact details of the person requesting information about the artist/s will be forwarded, via email, to the appropriate artist/s for their attention. It is then up to the individual artist/s to make contact with the person requesting the information if they so desire.

Network:

A network providing opportunities to connect with like-minded people, share ideas, develop and improve skills.

Contact Point:

Centralised contact point for artists, arts organisations or arts service providers in Maroondah.

- Members can forward their profile and information on their upcoming events or exhibitions to artzone@maroondah.vic.gov.au at any time. This information will be stored for possible inclusion in the e-newsletter at some stage in the future.
- These details may be forwarded on to members via the e-newsletter or a special e-bulletin, whichever is deemed appropriate by the Working Party.
- Attachments to emails are to be in one of the following formats, Word (.doc), Excel (.xls), Acrobat (.pdf), Jpeg (.jpg).
- Emails are to be no larger than 10mb in total size. For ease of dissemination preferred size is under 1mb.
- All members forwarding emails for distribution are to include the sender's return contact details.
- All emails are to be constructed in a manner that is compliant with standard privacy principles. Emails are not to contain sensitive information.

DATABASE

Based on information provided by members, two databases will operate:

- Members' Register – containing contact and art medium details;
- Email database – containing email addresses for the purpose of sending correspondence relating to Artzone including e-newsletters and e-bulletins.

Maintenance:

The Arts Planning and Policy Officer is responsible for maintaining the databases, and will update them regularly as well as conduct periodic audits of the email system.

Owners of malfunctioning email addresses will be contacted via mail or phone.

Should a member need to alter their details at any time they can do so through the Artzone email address. Please allow 10 business days for updates to take effect.

MEMBERSHIP

Membership is open to all artists, arts organisations and arts service providers living or working in Maroondah or wishing to seek employment in Maroondah.

Membership can be requested at any time. The process of becoming a member is as follows:

- Complete an Artzone Registration Form (available online at <http://www.artsinmaroondah.com.au/ArtsRegister.htm> or at any customer service centre.
- Return completed form to Arts Planning and Policy Officer via email, fax or post.
- All new members will be emailed a copy of the Terms of Reference and the latest e-newsletter.
- Please allow 10 business days for membership to take effect.

To unsubscribe from Artzone, members should notify the Arts Planning and Policy Officer in writing, that they wish to be removed. Notification can be made at any time via the Artzone email address, fax or post. Please allow 10 business days for updates to take effect.

Two categories of membership operate, Working Party and general members.

Working Party:

The Working Party will comprise of a maximum of three members in addition to Council's Arts Planning and Policy Officer, Cultural Events and Liaison Officer, Maroondah Art Gallery Curator, Wyreena Community Arts Centre Program Officer and Karralyka Centre Theatre and Events Coordinator.

The role of the Working Party is to:

- Plan, implement and evaluate Artzone;
- Attend Artzone Working Party meetings;
- Convene as required to respond to matters affecting the core business of Artzone.

Members will hold office for a period of three years. A call to join the Working Party will be made to all members every three years.

You can apply by completing an Artzone Working Party Application Form. Applications will be reviewed and short listed with applicants required to attend an informal interview. Artzone members will then be informed of successful applicants after appointment.

The Working Party will review the Terms of Reference annually.

General Members:

All members not sitting on the Working Party are general members.

EVALUATION

All members will be encouraged to participate in an annual evaluation of Artzone.

The evaluation paper will be circulated to all members via email at the end of each year. The evaluation paper will include consultation on the development of Artzone.

Outside of the annual evaluation members are encouraged to provide informal feedback to the Arts Planning and Policy Officer at any time.

Findings from both formal evaluations and informal feedback will be used to continuously improve and develop Artzone.

GRIEVANCE PROCESS

If at any point members are dissatisfied with the facilitation of Artzone or its related business they can submit a written complaint to the Team Leader, Arts and Cultural Services who, with the support of the Working Party, will then act upon it accordingly.

Team Leader Arts and Cultural Services
Maroondah City Council
PO Box 156
Ringwood 3134

CORRESPONDENCE

All requests, including but not limited to, registration, change of details, cancellation of membership will be processed within 10 business days.

Responses to general written requests will be provided within 10 business days. Where a more substantive response is required you will be kept informed of the progress of the issue, through to completion, including details of the relevant contact person and anticipated completion date.

PRIVACY STATEMENT

The information collected by Council is for the purpose of participation in Artzone only. We will not disclose your personal information to a third party without consent except where required by law or other regulation. All data will be treated confidentially according to the Privacy Act. For further information on Council's Privacy Policy please refer to <http://www.maroondah.vic.gov.au/PrivacyPolicy.aspx>

CONTACT

All correspondence relating to Artzone should be forwarded to:

Artzone
Arts and Cultural Services
Maroondah City Council
PO Box 156
RINGWOOD VIC 3134
Fax: 9298 4345
Email: artzone@maroondah.vic.gov.au