# Invitation to support

## The Lester Prize

# The inspiring power of portraiture.

The Lester Prize for Portraiture is a respected national portrait prize on par with Australia's esteemed art prizes.

The Prize has an outstanding reputation locally and nationally and receives strong support from the community.

We are highly valued by artists, collectors and institutions as a measure of excellence.

As the State's premier art prize and the only one of its kind in Western Australia, The Lester Prize is uniquely positioned to present high quality public exhibitions and educational activities to the wider community, particularly for under-represented groups.

> **"The human likeness is something we can all relate to. It's the one form of art we have all created at some point in our lives—there is something elemental in human nature that drives us to draw or paint the likeness of people.**
>
> **We are proud to provide Western Australia with the opportunity to engage with the best of the artform each year in a format that puts the artists and community front-and-centre.**
>
> —John Langoulant | Chair, The Lester Inc Board

# About us.

We are a not-for-profit organisation established in 2007 to provide an avenue for artists to exhibit works of portraiture within Western Australia. With an annual prize pool valued at over $75,000, it is now one of the nation's most recognised and richest art prizes.

Working with the State Government, the Chamber of Arts and Culture and other peak arts bodies, we have a critical role to play in helping to diversify WA's local economy, grow cultural tourism, and activate spaces through creative placemaking.

Formerly known as the Black Swan Prize for Portraiture, we rebranded in 2019 to The Lester Prize in recognition of Richard (Dick) Lester AM, the prize's leading patron.

# The Prize.

With the support of our generous donor community, the 2020 prize pool will consist of:

- RICHARD LESTER PRIZE FOR PORTRAITURE
  Selected by a panel of judges | $50,000 cash
- TONY FINI FOUNDATION ARTIST PRIZE
  Selected by artists' peers | $10,000 cash
- PEOPLE'S CHOICE PRIZE DONATED BY THE BALDOCK FAMILY
  Selected by the general public | $7,500 cash
- HIGHLY COMMENDED x 2
  Selected by a panel of judges | $1,000 cash, $550 domestic art transport voucher, $500 framing voucher plus $250 art supplies voucher each
- YOUTH AWARD PRIZES FOR SCHOOLS & STUDENTS
  Selected by a panel of judges | $4,125 in cash and prizes

**The Lester Prize is a crucial platform for me as it offers the ability to gauge the artistic merit of my work at a 'top tier' national level.**

**The support given to the finalist artists by the Prize surpasses anything offered in other major national competitions–a sense of family even. I never fail to come away inspired by the holistic experience.**

—Lori Pensini, Winner

The Prize is all about the advancement of artists, not the celebrity of the sitters—it always has been and always will be.

We have had over 4,800 artwork entries submitted and showcased more than 1,300 finalists from across Australia since our inception.

Over the last 13 years, more than 3.2 million visitors have attended our exhibition season events and activities.

COMMUNITY PROGRAM & EXHIBTION SEASON | 2020
Art Gallery WA, Brookfield Place, Perth Cultural Centre, Northbridge Piazza, Yagan Square & City of Perth Library
October—December 2020

TOURING EXHIBITIONS | 2020/2021
St John of God Health Care hospital campuses
plus various locations in metro & regional WA
December 2020—February 2021

Image | Dick Lester AM, TLP Lifetime Patron & Lori Pensini, 2019 Winner—Tony Fini Foundation Artist Prize

# Our exhibitions & public programs.

The Lester Prize is proud to provide locals and visitors with the opportunity to engage with the best of the artform each year in a format that puts the artists and community front-and-centre.

This is achieved through our exhibitions and public events program, targeted at diverse groups in the community and includes artist floor talks, workshops, live art demonstrations and pop-up community activations across the city.

The Lester Prize advocates for Australian art and artists through a full month-long exhibition season which includes:

- Main Exhibition of original artworks at Art Gallery WA
- Youth Exhibition of original artworks at Brookfield Place
- Outdoor Salon des Refusés and Community, Hospital & Youth Exhibitions at Perth Cultural Centre and Brookfield Place
- Big Screen Displays at various locations throughout Perth CBD.

> **“In portraits that speak to the rich diversity of humanity that constitutes the special nature of this place on our planet, The Lester Prize provides artists with a platform to speak about their relationships with their fellow human beings.**
>
> **This is what makes The Lester Prize such an important event in our lives each year.**
>
> —Prof Ted Snell AM CitWA

# Visitation statistics 2019.

| | No. of visitors |
|---|---|
| Exhibitions, Floor Talks & Guided Tours \| Art Gallery WA | 6,934 |
| Exhibitions & Guided Tours \| Brookfield Place & other Perth CBD sites | 10,000 |
| Exhibitions – Outdoor \| PCC & Brookfield Place | 1,047,000 |
| Exhibitions – Touring \| St John of God Health Care – various hospital sites | 48,600 |
| Art Workshops, Live Demonstrations & Pop Up Activations | 251 |
| Functions & Awards Nights | 1,278 |
| Volunteers | 47 |
| **TOTAL** | **1,114,110** |

# Community engagement.

Our purpose is to deliver programs that enable the community to embrace and enjoy the visual arts through portraiture; understand the health benefits of nurturing and valuing creativity for emotional, physical and mental wellbeing; and provide a platform where professional, emerging and young artists feel celebrated and encouraged.

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WORKSHOPS FOR YOUTH | ART GALLERY WA,
VARIOUS SCHOOLS & COMMUNITY GROUPS
Workshops for schools and disadvantaged youth groups are programmed throughout the year and provide invaluable educational and artistic experiences for all age groups.

COMMUNITY ART POP UPS | PERTH CBD
Our outdoor pop-up art events are held in busy locations around the city. The Lester Prize invites artists, celebrity sitters, aspiring creatives and the general public to participate in live portrait and ‘quick draw’ challenges.

AGED CARE SECTOR | AMANA LIVING & ALZHEIMER’S WA
The general public and aged care residents take part in our creative workshops and guided tours aimed to improve residents’ social engagement through reminiscence, conversation and self-expression. These sessions are designed to support independence and are suitable for those living with dementia and their support persons.

STARLIGHT LIVEWIRE | PERTH CHILDREN’S HOSPITAL
We conduct workshops for seriously ill adolescents at Perth Children’s Hospital. These sessions help them work with professional artists, learn and develop artistic skills, connect with other patients and brighten their days.

# Artist education & mentoring.

The prizes we award are not the only incentive for artists to enter our competition. We also provide participating artists with publicity, professional development, mentoring, employment and networking opportunities.

Our artists and facilitators are paid standard industry fees for their work and participate during the Prize's Exhibition and Event Season.

The Lester Prize encourages artists of all ages, skills and experience to explore new opportunities.

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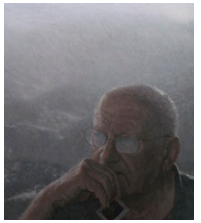
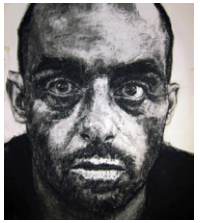
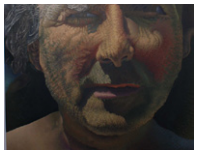
PUBLICITY
We execute a publicity campaign which runs all year round and includes a targeted media strategy across local and national print, television, radio and online publications—resulting in editorial, interviews, reviews and post-event coverage.

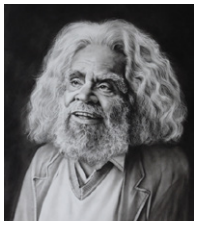
MENTORING
We share valuable information, and provide ongoing assistance and mentoring to our artists. This helps to support their career development, place attention on the 'big picture' perspective, and enhance personal and professional growth.

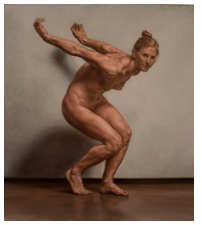
NETWORKING
Our annual Main Awards Night boasts an attendance of over 500 guests and offers artists an opportunity to promote themselves, grow their client base by meeting with judges and pre-selection panelists, sponsors, donors and supporters of the Prize.

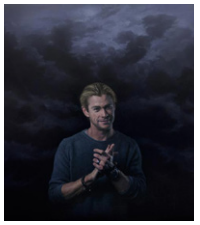
ONGOING EDUCATION
The Lester Prize hosts an Artist Conference which presents a series of targeted professional development seminars aimed to inspire, enlighten and clarify aspects of the complex art world.

**“This is the highlight of the visual arts calendar in Perth. We love being part of the excitement and public engagement that it generates.** —Roger | Pop Up Participant





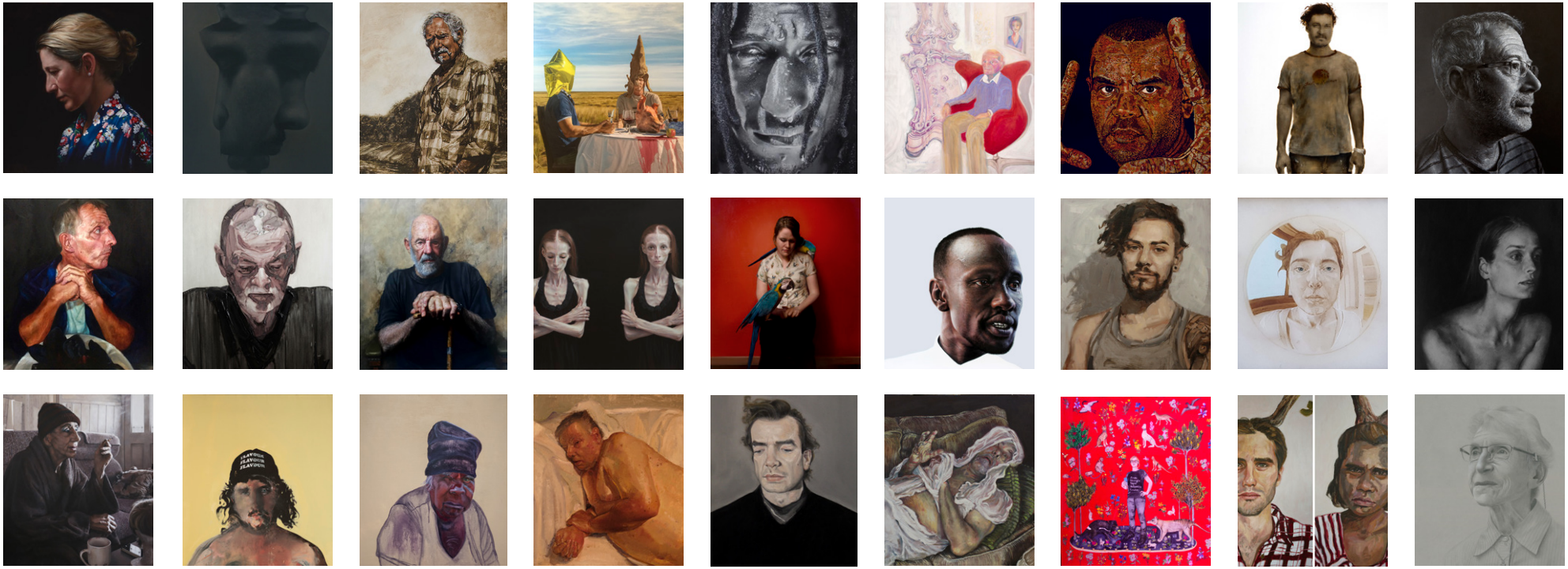


# Our artist alumni.

The Lester Prize has helped launch and support the careers of many aspiring, emerging and professional artists throughout Australia. Our distinguished Alumni continue to enjoy outstanding success and shape the creative world here and across the globe.

**GALLERY OF WINNING ARTISTS' WORKS 2007—2019**

Benjamin Aitken • Jordan Andreotta • Lisa Axiotis • Antoinette Barbouttis • Mugurel Barbulescu • Penelope Bladen • Jacquie Blight • Godfrey Blow • Andrew Bonneau • Claire Bridge • Jeff Bryant • Cassandra Burton • Jandamarra (Janda) Cadd • Marcus Callum • Kristone Capistrano • Peteris Ciemitis • Rachel Coad • Joshua Cocking • Yvette Coppersmith & Dagmar Cyrulla • Jodi Daley • Jerome Davenport • Iain Dean • Cynthia Ellis • Jaq Grantford • Nigel Hewitt Kate Kurucz • Ruth Leigh • Richard Lewer • Tom Macbeth • Marie Mansfield • Anne McCaughey • Joanne Morris • Nafisa Naomi • Liam Nunan • Nicole O'Loughlin • Lori Pensini • Effie Pryer • Andy Quilty • Joel Rea • Paul Ryan • Olivia Samec • Daniel Smith • Nick Stathopoulos • Dawn Stubbs • Liz Stute • Mark Tweedie • Jana Vodesil-Baruffi • Natasha Walsh • Peter Wegner • Marcus Wills



Art is a difficult vocation to sustain and without passionate and committed people like The Lester Prize Team, we artists would find it even harder. Winning the Prize is one of my biggest achievements and I am absolutely thrilled.

—Jana Vodesil-Baruffi | Winner

Being a finalist changed my life. Dick Lester bought my work and it was a great networking opportunity. I am still in contact with all the artists I met and even met some WA artists I didn't know.

—Ross Potter | Finalist

Thank you so much for the opportunities you have provided us all in getting further exposure through your events. It has been a very enjoyable and rewarding experience for me, personally and certainly professionally.

—Camilla Loveridge | Finalist

Thank you so much for an extraordinary event! Never before have I experienced such a 'valuing' of the artists in an art prize. You've established a culture where it feels like the art and artists are the priority.

—Claire Bridge | Finalist

**“Artists do not think like policymakers or academics. Artists think from their heart– big, revolutionary and visionary ideas. This is why artists can empower people to make significant cultural and political contributions to our communities.**

—Octavia Tsibes

# How you can help.

With your support, we can expand our educational and community engagement program, implement unique arts tourism initiatives, and continue to provide opportunities for artists that currently do not exist in WA and nationally.

Help us take practical and creative action to embrace these opportunities and meet the challenges we face.

**Support us** to put art in front of more people. Assist us to present exhibitions, activities and workshops that resonate with and connect people to life experiences.

**Support us** to create connection, inclusion and inspiration in our community. Art is an excellent connector, capable of uniting all people. Help us to expose our artists’ talents.

**Support us** to provide ongoing mentoring and guidance for our artists. Help us to create more economic and creative opportunities for our artists in the community.

**Support us** to expand our capacity building program to drive innovation, invite experimentation and encourage excellence and creativity in Australian portraiture.



Image | Antoinette Barbouttis, 2019 Winner—Richard Lester Prize for Portraiture

## Join The Lester Collective.

Join our community of dedicated supporters of the Arts and become a member of The Lester Collective, our exclusive donor circle initiative.

Through a donation of **$500 or more**, you will help us to support artists and create a more vibrant, connected and culturally engaged community. All donations over $2 are tax deductible. We are enormously grateful for all donations and promptly thank and receipt all gifts.

## Donor acknowledgement & recognition.

As a member of The Lester Collective you will become part of the Prize's family. You'll be invited to exclusive behind the scenes events and "money can't buy" art experiences that you, your family and your networks will love and connect with.

Our team can work with you to develop bespoke benefits and recognition opportunities that suit your personal interests, organisational needs and level of giving.

# Our partners.

## FOUNDING PARTNER

## PRESENTATION PARTNER

City of Perth

## EXHIBITION PARTNER

ART GALLERY WA

## PRIZE PARTNERS

BALDOCK FAMILY

TONY FINI FOUNDATION

## MAJOR PARTNERS

Westpac

pwc

## PARTNERS

Brookfield Properties

AMANA LIVING

BLOCK

COOLAROO

ROWLEY FOUNDATION

jaz

THE JON & CARO STEWART FAMILY FOUNDATION

## TOURING EXHIBITION PARTNERS

ST JOHN OF GOD Health Care

GOVERNMENT OF WESTERN AUSTRALIA

PERTH THEATRE TRUST

## YOUTH PARTNERS

art'sedge PHOTO & FRAME

## SUPPORTING PARTNERS

OXLADES Established 1894 Art Supplies for all Generations

twine

Worldwide ...more than just print

ias Fine Art Logistics

wasp

THOMPSON ESTATE

ALEX HOTEL

HOME BASE

THE MONTAUK LIGHTING CO.

PAV complete event solutions

Bentleys THINKING AHEAD

HUNGRY SKY

Honan. Insurance. Advice. Support.

HIGHER PLANE Margaret River

JUNIPER MARGARET RIVER

OTHERSIDE

## COMMUNITY ENGAGEMENT PROGRAM

livewire powered by Starlight

alzheimer'swa the dementia experts

Mind the Orange Inc.

**The creative industries matter to the economy and represent an investment in our quality of life.**

**Arts and culture provide people from all walks of life an opportunity to expand social circles, develop skills and increase physical activity. They help us to explore and interpret stories, share discoveries and learn more about the world.**

**Help The Lester Prize bring our community closer together through engagement in art.**

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## Contact us.

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Artwork | Courtesy of TLP Artists
Photography | Brett Canét-Gibson, Johannes Reinhart, Courtney Waller

The
Lester
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