



Invitation  
to support

The  
Lester  
Prize



## The inspiring power of portraiture.

The Lester Prize 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.

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**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 \$95,000, it is now one of the nation's most recognised and prestigious art prizes.

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 sponsors, the prize pool consists of:

- **RICHARD LESTER PRIZE FOR PORTRAITURE**  
Selected by a panel of judges | \$50,000 cash
- **TONY FINI FOUNDATION ARTIST PRIZE**  
Selected by artists' peers | \$15,000 cash
- **PEOPLE'S CHOICE PRIZE DONATED BY THE BALDOCK FAMILY**  
Selected by the general public | \$10,000 cash
- **MINDEROO FOUNDATION SPIRIT PRIZE**  
Selected by Minderoo Foundation | \$10,000 cash
- **ASHURST EMERGING ARTIST PRIZE**  
Selected by a panel of judges | \$5,000 cash
- **HIGHLY COMMENDED x 2**  
Selected by a panel of judges | \$2,000 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

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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 5,600 artwork entries submitted and showcased more than 1,300 finalists from across Australia since our inception.

Over the last 14 years, more than 3.2 million visitors have attended our exhibition season events and activities.

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**COMMUNITY PROGRAM & EXHIBITION SEASON | 2021**  
Art Gallery WA, Brookfield Place, Perth Cultural Centre, Northbridge Piazza & City of Perth Library  
October—December 2021

**TOURING EXHIBITIONS | 2020-21**  
St John of God Health Care hospital campuses  
plus various locations in metro & regional WA  
December 2020—July 2021



## 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 Exhibitions at Perth Cultural Centre and Brookfield Place
- Big Screen Displays at various locations throughout Perth CBD.

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**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 2020.

	No. of visitors
Exhibitions, Floor Talks & Guided Tours   Art Gallery WA	17,402
Online Digital Workshops & Demonstrations, Big Screen Displays & Outdoor Exhibitions	1,152,619
Exhibitions – Touring   St John of God Health Care – various hospital sites	18,900
In-Person Art Workshops, Live Demonstrations & Pop Up Activations	337
Functions & Awards Nights	786
Pre-Selection & Judging	22
Admin & Volunteers	104
<b>TOTAL</b>	<b>1,190,170</b>



## 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 | 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

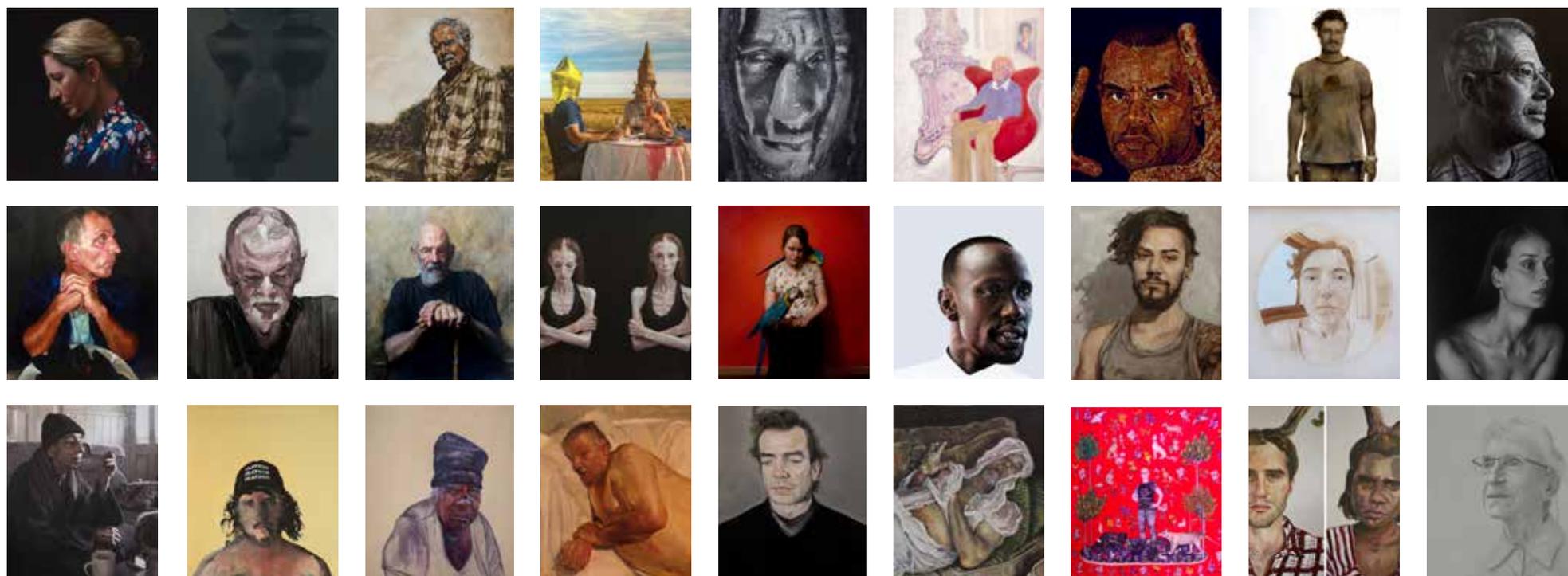
Our annual Main Awards Night boasts an attendance of 300 guests and offers artists an opportunity to promote themselves, grow their client base by meeting with judges and pre-selection panelists, sponsors, donors and supporters of the Prize.

### 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.







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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

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**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.



## 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

## EXHIBITION PARTNER



City of Perth



## PRIZE PARTNERS

## MAJOR PARTNERS



## PARTNERS



## TOURING EXHIBITION PARTNERS



## SUPPORTING PARTNERS





**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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