



SHEPPARTON ART GALLERY

Locked Bag 1000, Shepparton, Victoria, 3632

Phone: 03 5832 9861, Fax: 03 5831 8480, e-mail art.gallery@shepparton.vic.gov.au

COMMUNITY GALLERY EXHIBITION INFORMATION

The Policy – Adopted by Gallery committee 21 November 2006

The Community Gallery provides the local community with a high profile exhibition space. The purpose of this space is to encourage, stimulate and promote local and regional cultural activities through an active and diverse exhibition program.

The exhibition program for the Community Gallery is arranged by the Gallery Director in conjunction with the Curator and the community. Exhibitions will include solo exhibitions, group exhibitions and exhibitions from organisations and institutions. Priority will be given to exhibitions from within the Goulburn Valley Region. In addition to exhibitions generated through the application process, the gallery actively develops exhibitions and partnership projects to enable broader engagement with communities in the region.

In special circumstances, the Gallery Director may reserve the right to present exhibitions in the Community Gallery. These exhibitions may include educational exhibitions, touring exhibitions, in-house curated exhibitions or joint projects with other cultural organisations.

The Proposal

To apply for an exhibition you need to submit the following:

- A completed, signed, application form (see attached)
- A one page statement that describes the exhibition and identifies key themes and concepts;
- A resume of key artist(s) involved
- 10 – 15 relevant images (prints or jpg files on CD). N.B. You are not permitted to submit original artworks.

Exhibitions are programmed up to 18 months in advance. It is highly unlikely that if you are successful in your application that you will show your work in the same year that you apply. You may have to wait up to 8 weeks for a decision on your application.

Selection

The selection of exhibitions is made by the Director and Curator. Key issues that influence selection are; the caliber of the artworks, the relevance of the art to the community gallery policy, and the need to create an exhibition program which reflects the diverse cultural communities and art practices existing in the Goulburn Valley Region. Applications for recurrent exhibitions will only be considered if there is evidence of significant growth, development and difference from one exhibition to the next.

Duration of Exhibitions

Exhibitions run for up to eight weeks with a minimum of four weeks.

The Exhibition Spaces

The community gallery can be broken into three distinct areas. You are able to apply for either one, two or all of these spaces. You need to indicate which of the exhibitions spaces you would like to use for your exhibition. It is important that you refer to the exhibitions maps available for download.

Delivery of works

Exhibitors need to deliver their work to the gallery on the Monday afternoon prior to their exhibition opening, and collect their work on the Monday afternoon after the closing date of the exhibition. Exhibitors are responsible for all costs associated with transit of the work.

Insurance

Exhibitors are responsible for organization of insurance and all associated costs with insurance of the work in transit and whilst on display at the gallery. Work is not insured whilst on display in the Community Gallery unless by prior arrangement which has been confirmed in writing by the Director.

Installation

- Works may be withdrawn from the display by gallery staff at their discretion.
- The gallery has a hanging system installed which will be used for the installation of works where appropriate. Installation requirements that include fixing works to the floor, walls or ceiling of the gallery or altering the space in some way need to be discussed and agreed upon with the Curator or Director.
- The gallery has a range of plinths which can be used by exhibitors by negotiation prior to the exhibition.
- The gallery takes responsibility for the exhibition layout and the installation of artworks. Where there are specific installation requirements, it is the exhibitors responsibility to provide relevant written instructions.
- Exhibitors need to ensure that framed works or works on canvas have d-hooks fixed to the back for hanging.
- The gallery has a number of temporary frames that can be used by request. However the gallery will not mount or frame works for exhibitors. Artists wanting to use temporary frames need to book the workshop room during the week prior to installation so as to undertake the mounting and/or framing of their works.

Opening

- The date and time of the exhibition opening must be negotiated with the Gallery Director or Curator.
- In those instances where the community gallery is holding more than one exhibition, openings will happen as tandem events at the same time unless by prior arrangement with the Director.
- If exhibitors wish to promote their exhibition through printed invitations to an opening function, the costs are entirely their own responsibility. The Director will supply an invitation template and will need to check and approve the invitation proof prior to printing. There are logos which must be included on the invitation. If invitations are printed the gallery requires some for its mailing list. Check with the gallery as to how many are required. Alternately, exhibitors can supply appropriate material for a free photocopied invitation made by the Gallery.
- Exhibitors often have someone in mind to formally open their exhibition. Potential guest speakers must be discussed with the Director and approved prior to inviting the speaker. The opening address is coordinated by arrangement between the exhibitor and gallery. A gallery staff member will MC the opening unless by prior arrangement.
- When there is more than one exhibition opening at the same time, the cost of catering is shared between exhibitors. The gallery co-ordinates an RSVP list for exhibition openings to assist exhibitors with estimating numbers.
- Openings run for a maximum period of two hours. No food or drink is allowed inside the gallery. Catering must be organized with the Eastbank Café, ph (03) 5832 9529.

Exhibitor information

- The exhibitor is required to provide a half page biography about each artist involved, or for group exhibitions about the coordinating organization.
- The exhibitor is also required to provide a half page artist statement about the work in the exhibition.
- The gallery is prevented by law to disclose personal information about exhibitors to members of the public unless permitted to do so by the exhibitor.

NB The gallery may use this information in the production of the press release, or for exhibition text in the gallery.

Acknowledgements

Exhibitors must ensure that the Shepparton Art Gallery and the City of Greater Shepparton are clearly acknowledged on all printed material associated with the exhibition. All printed material must be approved by the Director before printing. Conversely, the Gallery will ensure exhibitors and their sponsors are clearly acknowledged in publicity material and on signage. All sponsors must be approved by the Director prior to the exhibitor committing themselves to any agreement.

The following logos must be placed on all publicity related to the exhibition. They are available in digital format from the gallery.



Education and Public Programs

Exhibitors are encouraged to participate in the following programs by way of promoting their exhibition and artwork. The Education Officer is responsible for these programs and will negotiate public programs with exhibitors.

- The gallery holds a Wednesday coffee morning with the Friends of the Gallery once a month on the first Wednesday of each month which includes a floor talk or presentation by an exhibiting artist or relevant specialist. The Education Officer may contact the exhibitor to be a guest speaker.
- The gallery also runs a Volunteer Guide Group which meets to discuss the artwork on display and build on their guiding skills.
- A seasonal Guest Lecture series called 'Lets Talk Art' is coordinated on special interest topics.
- Workshops and master classes relating to specific exhibitions are organized as relevant in conjunction with exhibitors.

Costs and Responsibilities: The Exhibitor

The Gallery **does not charge** for use of the exhibition space, use of the hanging system, or staff time in assisting hanging the exhibition, or the organisation of the show. However a 36.6% commission is taken from any works sold. The Gallery does not pay exhibition or appearance fees to artists who have applied to exhibit in the Gallery.

Important note:

There are various reasons that the gallery charges 36.6% commission (including GST). Most of the costs associated with running the exhibition are met by the gallery, excluding catering on the opening night and framing of the works. The costs for holding an exhibition include:

- Staff time for installation;
- Staff time for official opening;
- Staffing of the venue and incidental costs to operate a venue that is open to the public seven days a week;
- Cleaning of space after opening;
- Coordinating the sale of artworks and incidental costs to administration of sales;
- Printing (in house) and distributing of 650 invitations;
- Publicity associated with the event including a line listing in Art Almanac and Trouble magazine;
- Incidental costs such as power, telephone etc.
- Drafting of exhibition labels, price sheet and wall panels and associated printing and photocopying.

In addition to this we do not charge a hire fee for using the space or hanging equipment.

When deciding on the best way to recoup some of the costs associated with hosting exhibitions we felt that the fairest way for the artist was not to charge a flat hire fee for the space but instead to take a commission from any works sold. This commission was then worked out by looking at current commercial gallery rates of commission (making sure that we were not undercutting any commercial galleries) and what funds were required to assist in meeting exhibition costs, the replacement hanging equipment, repainting of the walls etc.

Other costs may include:

- A printed invitation if required
- Catering of food and drink at the exhibition opening.
- Exhibitors must pay and coordinate the transportation of their artworks to and from the gallery.
- Exhibitors must pay for the production and presentation of their artworks and any special installation equipment required.
- Exhibitors are responsible for costs associated with making good a significantly altered space (ie repainting, patching walls, removing/replacing exhibition furniture, etc)
- Insurance if required.

Sale of Artworks

- The gallery does not use red dots to indicate sales. Sales are recorded on a master copy of the list of works at the front counter.
- Artworks that sell during the exhibition must stay on display until the end of the exhibition
- Purchases need to provide 20% of the artwork's purchase price as a non-refundable deposit to secure the artwork
- Full payment is required before the artwork can be collected.
- Full payment of the artwork must be received within the first week after close of the exhibition or purchaser will forfeit their deposit.
- No refund or exchange can be made once the deposit has been received. A refund is only possible for reasons nominated by the Gallery.
- Due to limited storage space, collection of the artwork must take place within the first week after the closure of the exhibition.
- The Purchaser may collect the work personally or arrange with staff to organise COD delivery, or the purchaser may arrange and pay a carrier, and confirm details with the Gallery.

Commission

If both parties agree to this service any works (listed as available for purchase) sold during the exhibition by the Gallery will be considered subject to the Gallery commission.

- A 36.6% GST inclusive commission applies to all work sold.
- The Gallery undertakes to pay the artist's stated price (retail price) less commission of 36.6% within 30 days of the close of the exhibition providing all moneys have been received by the Gallery.
- If the exhibitor is registered for GST and has an ABN number these must be supplied to the Gallery. (Your price should include 10% GST.)
- If the exhibitor is not registered then you must complete a 'Statement by a Supplier' that is available from the Gallery and your sale amount does not include 10% GST.
- The exhibitor will be paid for the work sold only after the gallery has received payment in full from the purchaser.

Exhibition timeline

6 – 9 months before the exhibition

The exhibitor will need to provide the gallery with:

- Title of the show
- A written paragraph describing the exhibition for the Gallery program and web site.

2 months before the exhibition

The exhibitor will need to provide the gallery with:

- Information for a media release
- Discuss ideas and requirements for an opening function (if required)
- Invitation ideas discussed (if required)
- Advertising ideas discussed

1 month before exhibition

The exhibitor will need to provide the gallery with:

- An invitation proof (if required)
- A list of up to 50 people who you wish the gallery to send an invitation to
- Artist statement proof

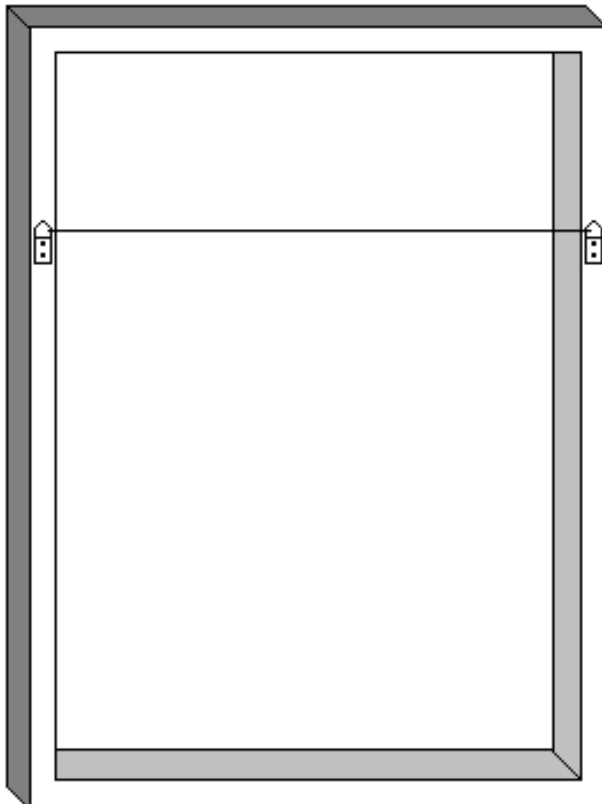
Now is the time to talk to discuss exhibition space and hanging requirements with gallery staff

2 weeks before the exhibition

The exhibitor will need to provide the gallery with:

- A list of works in the exhibition for brochure & labels. This includes title, medium, size and wholesale price (if required).

HANGING REQUIREMENTS for 2D work



← Wire needs to be at this level to help balance work from wall. $\frac{1}{4}$ down from top.

Wire needs to be taut

Screws can be used providing wire is attached

ALTERNATIVELY



Instead of screws D/rings can be used

Questions

The process of exhibiting is complex and sometimes confusing. Exhibitors will find they have numerous questions to pose to Gallery staff. It is recommended that exhibitors compile a list of questions and email them to art.gallery@shepparton.vic.gov.au or phone (03) 5832 9861. Please note that curatorial staff are not always available and may need to return your call.

SHEPPARTON ART GALLERY

Locked Bag 1000, Shepparton, Victoria, 3632

Phone: (03) 5832 9861, Fax: (03) 5831 8480, e-mail art.gallery@shepparton.vic.gov.au

COMMUNITY GALLERY EXHIBITION PROPOSAL FORM

APPLICANT

Name or exhibitor/s

Address

Postal address (if different)

Telephone AH..... BH..... Email.....

Website.....

Contact person (or organisation)..... position.....

EXHIBITION

Working title of project/exhibition.....

Exhibitor statement of project/exhibition (summary)

.....
.....
.....
.....
.....

What does the exhibition physically consist of? (Media and scale of works)

.....
.....
.....
.....

Please list the approximate number of works

.....
.....
.....

Please list preferred dates: (The exhibition program is booked 12-18 months in advance)

.....
.....
.....

What part of the Community Gallery would you like to use? (refer to attached floor plan)
(Community Gallery space 3 is not normally available for use except by special arrangement with the Director or Curator. If you wish to use this space please contact gallery staff prior to indicating it on this form.)

.....
.....
.....

Are you able to take workshops or tours of the exhibition if required?

YES / NO

How does your exhibition relate to the Community Gallery policy statement?

.....
.....
.....
.....

**INDIVIDUAL EXHIBITORS ONLY
IF YOUR WORK WILL BE FOR SALE;**

Do you have an ABN?

- yes: _____ GST registered? yes no
 no: please attach a STATEMENT BY A SUPPLIER form, available
www.ato.gov.au

ATTACHMENTS

Please tick the appropriate box and attach the relevant documentation with the proposal form.

- Exhibition / project rationale and description (1 x A4 page only)
 Resume or information on organisation
 Slides / CD ROM/ Images of relevant artwork (approximately 10 – 15)
NB Do not send original artwork with application

I / we have read the Community Gallery Exhibitor Information and understand and accept the conditions of exhibiting at Shepparton Art Gallery.

Exhibitor/s Name.....

Signed..... Date.....

PLEASE RETURN THIS FORM WITH YOUR PROPOSAL

The information gathered in this form will be used solely for the purpose of the Community Gallery proposal.