

Kiama Arts Trail

KIAMA ARTS TRAIL 2015/2016 MEMBERSHIP INFORMATION

Applications to form part of the Kiama Arts Trail are invited from:

- Practicing visual artists
 - Galleries
 - Cafes displaying visual art
- in Kiama and the local district.

The key criteria for membership of the Kiama Arts Trail will be high standard artwork of any medium, for artists and venues within 1/2 hours drive of Kiama CBD.

The purpose of the Kiama Arts Trail is to provide joint exposure to members through joint activities and advertising. These will primarily be through three means:

1. The Kiama Arts Trail itself, being a self guided tour (the Trail), through some of the most picturesque countryside in Australia, where you can visit award winning artists' studios and galleries.
2. Group Exhibitions, where member artists can exhibit their work in galleries around the Kiama area and beyond.
3. Website and social media exposure.

The Kiama Arts Trail was established by Andrea Hope of Kiama Art Gallery in 2013.

In May 2016 it transferred to Advantage Consulting (Australia) Pty Ltd, (Advantage Consulting) a marketing consultancy owned by Bob and Liz Shaw.

Advantage Consulting also owns Aspiration Images and Rose Jewellery Designs. Bob Shaw of Aspiration Images will provide the ongoing management.

The contact details are:

Bob Shaw

Kiama Arts Trail

Ph: 0417 781 490

Email: kiamaartstrail@gmail.com

Address: 1A Colley Drive Kiama NSW 2533.

Postal: PO Box 96 Kiama NSW 2533.

Web: www.kiamaartstrail.com

Facebook: www.facebook.com/KiamaArtsTrail

You'll find a list of benefits in this document.

Your application confirms that you have read and understand this information.

APPLICATION CRITERIA

General.

1. A membership is for one artist and a venue. Where a venue has more than one artist or an artist has more than one venue, then a separate membership will be required for each.
2. The key criterion for membership of the Kiama Arts Trail will be high standard artwork or other acceptable arts mediums (eg, photography, sculpture, jewellery, glass making, pottery, etc).
3. Applicants must have a minimum of \$20m public liability insurance. *(Please note that membership of professional associations may include this insurance, **however it is the responsibility of the member to verify this.**)*
4. Applicants must have an ABN. This is available free from the tax office.
5. Applicants must be prepared to use agreed logos and forms of signage (purchased at the expense of the applicant) and to support and promote the trail and other artists and venues within the trail.
6. The range of artwork and mix of studios, galleries and cafes, will also be considered, to ensure a varied and quality visitor experience.
7. Applicants must have sufficient artwork to create an enjoyable experience for visitors.
8. Only original member artists may exhibit at group exhibitions.
9. Applicants who do not have a venue may be considered for membership but can not be advertised on the Kiama Art Trail brochure as being part of the self guided tour.
10. Members who are unfinancial may be removed 60 days after the due date and may need to reapply and pay the Set Up fee.

The Kiama Arts Trail self guided driving tour ("the Trail").

1. Artists should be practicing artists of some standing, indicated through professional affiliations, awards and recognition.
2. Applicants must live with ½hr drive of Kiama CBD and not be part of another arts trail.
3. Applicants must be willing to be available for visitors to visit their venue by arrangement to be part of the Trail.
4. Applications must consider whether they have adequate facilities for access, health and safety, and parking.
5. Members are responsible for their own sales, and will need to consider how they manage purchases.

Group Exhibitions.

1. Only original financial member artists may exhibit at group exhibitions.
2. The cost of group exhibitions is not included in the membership.
3. The cost of a group exhibition will be advised and paid for at the time of booking and covers the cost of providing the exhibition.
4. A commission of 15% will be charged on sales in exhibitions and on the website.
5. Members will generally be required to participate in the roster at the exhibition.

MEMBERSHIP INCLUSIONS

Members of the Kiama Arts Trail will receive a number of benefits (subject to the above):

- Only artworks of a high standard will be included in the trail, with the trail be promoted as having a reputation as being part of a 'must do' when visiting Kiama;
- Membership includes membership of and promotion through Kiama Tourism; promotion through the Kiama Cultural Network and NSW Studio Art Trails, and other local and national community and arts sites;
- Regular newsletter to email mailing list;
- Promotion on the Kiama Arts Trail website, updated regularly, with links to member websites and the Facebook page (each venue will have its own page and opportunity to regularly update images);
- Promotion through the distribution of DL flyers through Kiama Tourism, with flyers being provided to each member for distribution at their venue;
- Access to Kiama Arts Trail Facebook page to promote activities;
- Design of logos and advice on purchase of flags, banners and signs etc;
- The opportunity to promote the Arts Trail at least once per year through the Old Fire Station (a commission may apply to assist with costs of the exhibition);
- Additional joint exhibitions as agreed by members;
- An opportunity to assist in building the cultural profile of Kiama;
- Discounts on the purchase of framing materials through Aspiration Images.

MEMBERSHIP EXCLUSIONS

Membership does not include insurance of any kind.

Members of the Kiama Arts Trail are responsible for all sales of their works – sales will not be available through the arts trail website, however, the website will provide links to member sites.

Additional advertising may be recommended from time-to-time, such as in the Kiama Independent. The cost of additional advertising is not included in membership fees (where possible the arts trail will ask for press releases to be included, rather than paid advertising).

Members will be responsible for purchasing their own signage. Logos will be provided to members.

Group Exhibitions.

The Kiama Arts Trail will conduct group exhibitions from time to time and these are open to financial members to participate. The cost of group exhibitions is not included in membership. These are a separate cost and members can choose on a case by basis to be included or not. The cost will be based on the number of members exhibiting. A commission may be charged on sales. Members will generally be required to participate in the roster at the exhibition. Details and costs for each exhibition will be provided after the Expression Of Interest are received.

KIAMA ARTS TRAIL MEMBERSHIP APPLICATION

APPLICANT INFORMATION

Name:

Email Address:

Phone (1)

Phone (2)

Street address:

City:

State: NSW

Postcode:

PROFESSIONAL INFORMATION

Are you an artist gallery café member of local art group

Studio/Business address (if different from above) :

ABN:

Website Address

Studio/Business E-mail:

Public Liability Insurer and Policy Number:
(Please attach a certificate of currency)

Is your site accessible for children/prams/elderly/wheelchairs? Yes/No
(please circle)

Describe car parking availability:

Are there any other facility or access restrictions?

ARTIST INFORMATION

Description of visual art forms: Drawing Painting Print making Collage Other

Description of your work: (Please provide approx 60 words that could be used in the arts trail promotional material)

Professional qualifications and/or awards and recognition

MEMBERSHIP TYPE APPLIED FOR

Full personal or business membership - \$150 (1 Oct – 30 Sep pro rata)

Set Up cost for new member - \$30.00

Special Promotion

\$.....

ADDITIONAL COMMENTS

Are there any additional comments you wish to make in support of your application?

ARTIST IMAGES

Please provide three digital images of your artworks, and also if possible, an image of yourself (to be used on the website).

Each file image must be in a professional state (cropped, without glare etc) and no larger than 1mb (approx 500kb is preferred) and titles using the following protocol - *MyName_NameOfImage.jpg* Images which don't meet these requirements cannot be considered.

GALLERIES/CAFES/ART GROUPS

Please provide details about type of business, length of time in business and the type of artworks displayed in your premises, and attached images of examples of works, together with an image of your venue.

KIAMA ARTS TRAIL MEMBERSHIP APPLICATION

AGREEMENT AND SIGNATURE

I accept responsibility for all insurances for my artworks and any events that may occur on my property, or as a result of my association with the Kiama Arts Trail. I understand that Kiama Arts Trail does not provide any insurance. I agree to hold harmless Kiama Arts Trail and its officers, volunteers or helpers from any and all claims, actions, demands or other proceedings for any actual or alleged injury to persons or damage to property whatsoever and/or arising out of any act or omission of myself, and my premises.

I certify that my studio/premises does not form part of another arts trail.

I agree that if my application is successful, that:

1. Membership applies to me/my business only;
2. My premises will be open to visitors by arrangement;
3. I will participate in joint exhibitions as and when possible;
4. I will advise visitors of my opening arrangements on my website;
5. I will use the agreed Kiama Arts Trail logo and preferred signage;
6. I will provide the information and images required for publication in a timely fashion and in the correct format;
7. I will support the Kiama Arts Trail in a professional manner;
8. I will submit payment for as detailed above.

I give the Kiama Arts Trail publicity officers permission to use the information and images that I have provided to promote my art/business and the Kiama Arts Trail generally in any publicity and to store this information safely and securely.

SIGNATURES

Signature of applicant:

Date:

Please forward your application to kiamaartstrail@gmail.com. If not able to submit electronically, please forward a hard copy of your application and images to:

Bob Shaw
Kiama Arts Trail
PO Box 96
Kiama NSW 2533.

Please email kiamaartstrail@gmail.com with any queries.