

# Kiama Arts Trail

## **KIAMA ARTS TRAIL 2018/2019 MEMBERSHIP INFORMATION**

Applications for membership of the Kiama Arts Trail are invited in the categories of:

- Artists
- Galleries, Cafes and other attractions

All members are independent businesses and are responsible for their own business obligations, including (but not limited to) taxation and insurance. As such it is a condition of membership that they have their own ABN and Public Liability insurance.

The Aim of the Kiama Arts Trail is to provide promotion 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),.
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 Bob Shaw of Aspiration Images.

Bob Shaw will provide the ongoing management.

The contact details are:

Bob Shaw

Kiama Arts Trail

Ph: 0417 781 490

Email: [kiamaartstrail@gmail.com](mailto:kiamaartstrail@gmail.com)

Address: 1A Colley Drive Kiama NSW 2533.

Postal: PO Box 96 Kiama NSW 2533.

Web: [www.kiamaartstrail.com](http://www.kiamaartstrail.com)

Facebook: [www.facebook.com/KiamaArtsTrail](http://www.facebook.com/KiamaArtsTrail)

Instagram: kiamaartstrail

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

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

## APPLICATION CRITERIA

### Definitions

Art – a unique creative endeavour. Art may be 2 dimensional, such as paintings, drawing and photography, or 3 dimensional, such as sculpture, jewellery and pottery. Art is divided into:

- Original Art – art produced directly by the artist.
- Reproduced Art – Copies of original art made for or by the artist in the same form.

Artist – one who creates art.

Gallery – A premises primarily for the display and/or sale of art from one or more artists.

Café – A premises primarily for the sale of food and beverage.

Other Attractions – A business of general appeal to travellers.

### General requirements.

1. A membership is for one category of Artist or Galleries and Cafes.
2. All members must operate as independent businesses
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. Only member Artists may exhibit at group exhibitions.
7. 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.
8. Membership is from 1 October until 30 September. Members who are un-financial will be removed 30 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") requirements.

In addition to the above:

1. Applicants must be located in (or very close to) the Kiama LGA and not be part of another arts trail.
2. Applicants must be available for visitors to visit their venue to be part of the Trail.
3. Applications must have adequate facilities for access, health and safety, and parking.
4. Members are responsible for their own sales, and will need to consider how they manage purchases.

### Artist requirements.

In addition to the above:

1. Artists should be practicing artists of some standing, indicated through professional affiliations, awards and recognition.
2. Applicants must have sufficient original artwork to create an enjoyable experience for visitors.
3. Artists may choose not to participate in the Trail and are still welcome to join Group Exhibitions as and when they occur.

### Galleries and Cafés (and other attractions) requirements.

Other than the above, there are no specific requirements other than to provide an attractive and pleasing experience for the guests.

**Group exhibition requirements.**

1. Only 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. Unless otherwise advised, 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.
6. Art may be original art or reproduced art from the member Artist. Where reproduced art is shown it must be identified as reproduced by being labeled a photograph or a print.
7. All art must be clearly labeled with a printed or artistic label showing the Title, Artist, Medium and Price. A Description is optional but desired.

8.

## **MEMBERSHIP INCLUSIONS**

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

- The Kiama Arts Trail will be promoted as a 'must do' when visiting Kiama and guide visitors through the scenic highlights;
- Kiama Arts Trail has membership of and promotion through Destination Kiama; promotion through the Kiama Cultural Network, Destination NSW 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 (each venue will have its own page and opportunity to regularly update images);
- Promotion through the distribution of 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 for artists 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;

## **MEMBERSHIP EXCLUSIONS**

Membership does not include insurance of any kind. Proof of Public Liability Insurance and ABN is a condition of membership.

Members of the Kiama Arts Trail are responsible for all sales of their works. Member artists are however welcome and encouraged to place their work on the [KiamaArtsTrail.com](http://KiamaArtsTrail.com) website.

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.

# 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 <input type="checkbox"/> Gallery <input type="checkbox"/> Café <input type="checkbox"/> member of ..... local art group <input type="checkbox"/>	
Postal address (if different from above) :	ABN:
Website Address	Studio/Business E-mail:
Public Liability Insurer and Policy Number: <i>(Please attach a certificate of currency)</i>	
Do you wish to be part of "the Trail" self guided tour? Yes/No <i>(please circle)</i>	Is your site accessible for children/prams/elderly/wheelchairs? Yes/No <i>(please circle)</i>
Describe car parking availability:	
Are there any other facility or access restrictions?	

## APPLICANT INFORMATION

Description of visual art forms (eg paintings, photography, sculpture etc) : .....
Description of your work or business: <i>(Please provide approx 60 words that could be used in the arts trail promotional material)</i>
Professional qualifications and/or awards and recognition

## MEMBERSHIP TYPE APPLIED FOR

Full personal or business membership - \$150 (1 Oct – 30 Sep pro rata) <input type="checkbox"/>
Set Up cost for new member - \$30.00 <input type="checkbox"/> Special Promotion <input type="checkbox"/> \$.....

## ADDITIONAL COMMENTS

Are there any additional comments you wish to make in support of your application?
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## 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\_Year.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.
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# 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 (if applicable);
3. I will participate in joint exhibitions as and when possible;
4. I will advise of my opening arrangements (if applicable);
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](mailto: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](mailto:kiamaartstrail@gmail.com) with any queries.