

## Expressions Of Interest - Kiama Arts Trail.

Expressions Of Interest are sought for the taking over and managing of the Kiama Arts Trail. It will be offered gratis to the selected person, group or organisation.

The Kiama Arts Trail was commenced in 2013 by Andrea Hope and has been run by Bob Shaw since 2016. The theme is a self-guided tour (or “Trail”) through the art venues in the Kiama area as a marketing initiative to promote the Arts in the Kiama region.

A selection criteria is then: - an interest in promoting The Arts in the Kiama Region, as opposed to promoting just your “own” art.

“The Arts”, to date, means enduring visual arts in the form of paintings, photography, jewellery and sculpture.

The Kiama Arts Trail is funded by membership subscriptions of currently \$160 per annum with a new member charge of \$50 for setup.

The “Trail” map provides visitors with guided directions to the member galleries and artists and allows the members to promote themselves through the presence on the website, Facebook, Instagram, Destination Kiama (Kiama Tourism), Kiama Business Chamber and other sites such as ATDW and Destination NSW. The current slogan is: “The Pathway to the Creative Arts”.

It is expected that any new owner would develop this theme in their own style.

Current memberships run until 31 Dec 2021 and it is expected that there would be no significant changes before then.

Members consist of artists, Art Galleries and related businesses.

All members are independent businesses and require their own ABN and insurance.

Although I am offering it at no direct cost, there would be costs involved for the new owner. I will assist with any transfer of assets but they are subject to the provider’s approval.

The Kiama Arts Trail assets are:

The business name Kiama Arts Trail registered with ASIC.

The domain name KiamaArtsTrail.com registered with Pair Domains

The website KiamaArtsTrail.com hosted on Pair.com

The Facebook page [www.Facebook.com/KiamaArtsTrail](https://www.facebook.com/KiamaArtsTrail)

The Instagram page @kiamaartstrail

The email [kiamaartstrail@gmail.com](mailto:kiamaartstrail@gmail.com)

The Google Map Kiama Arts Trail appearing on the website

Logos, brochures and artwork.

Entries in ATDW and other tourism websites

Signage and banners

## Expressions Of Interest – Kiama Arts Trail.

Membership of Destination Kiama  
Membership of Kiama Business Chamber.

The business name transfer would need to occur to transfer the ownership.  
Most other costs could be deferred until their renewal is required.

I have produced an administration manual for the Kiama Arts Trail which covers all of the main areas of management.

The website was built and is managed by myself, Bob Shaw. Currently it is fairly technical and provides a Gallery for member's works with a shopping cart for purchases. A link to Google Maps provides visitors with the ability to select a member and get turn by turn directions.

On the Membership page is information such as the Application Form and various resources.

I will train the new owner and maintain the website for up to six months including minor changes. After that you would need to develop the necessary skills, pay for maintenance and hosting or choose to move the website to a different more intuitive platform. Possible options would include Wix or Wordpress.

The brochures are currently a trifold brochure containing a map and details of all of the members. As the members may change, these can only be produced in small quantities as required. I print them from two files printed double sided on 160g paper in colour and then fold them. Editing is done in Photoshop.

Brochures are distributed at the Kiama Visitors Centre and other venues and can be downloaded from the website. Possible alternatives could be a bulk printed DL card with basic information linking to the website for details.

The Old Fire Station Community Art Space at Kiama is booked twice a year for a one week member's exhibition. The booking is done on the Kiama Council website. You would need to arrange your own payment system on Square or a system of your choice.

There are signs for placing on the "Kiama Events" billboard signs on the Princes Highway for both directions. These are placed for each first weekend of the month and for each exhibition. Galleries have published opening hours and artists are generally open by appointment.

Should no person, group or organisation decide to take on the Kiama Arts trail by 31 December 2021, then it will lapse on the next expiry.

Details of all costs can be provided on request.

Bob Shaw  
KiamaArtsTrail@gmail.com