



ARTIST POLICY

Policy number	OP.ART.POL.01	Version	1.0
Drafted by	Sarah Stanley	Effective date	31 March 2014
Responsible person	Board Chairperson	Scheduled review date	March 2015

Objectives

The Collie Art Gallery is proud to feature local artists, support the development of excellence in visual arts practice and contribute to cultural life in Collie and the South West region of Western Australia.

It will develop a selection of featured artists that is diverse, supports the gallery's vision and scope and is of benefit to the broader community.

Ethical considerations

The Collie Gallery Group Inc. will always seek to protect freedom of artistic expression.

The copyright and moral rights of practitioners will always be acknowledged and protected.

The Collie Gallery Group Inc. will enter into appropriate contracts with artists, curators, agents, writers, lenders and donors who are participants in the gallery's programs and will adhere to the terms of those contracts.

Where possible, the installation of and display requirements of exhibiting artists will be respected.

Artist proposals

Artist proposals may be accepted from individual artists and artisans, artist groups or collectives, community organisations, curators, touring organisations and arts institutions.

Artist proposals must be assessed in a fair and ethical manner, taking into account:

- The quality of the work
- Gallery availability
- How the proposal enhances the existing selection of featured artists
- Any proposed audience development activities.
- The Collie Gallery Group Inc. may invite proposals from regional practitioners.

An artist contract must be signed by both parties and must include:

- Applicable fees and charges,
- Responsibilities of the artist and the gallery
- Commission arrangement applicable.

Conditions

Artwork is selected, exhibited and removed from display, including being rotated and/or held in stock rooms, at the absolute discretion of management. Artists and/or artwork may also be eligible for inclusion in the gallery's Art on Loan program and/or

its Collie Art Trail program at the discretion of management. All artworks will be displayed and available for sale on the gallery's website.

Artwork is accepted on a consignment basis and displayed at the artist's own risk.

The standard commission rate for sales of artwork is 33%. Artists who volunteer a minimum of 4 hours per month are entitled to a reduced commission rate of 22%. Artworks sold outside the gallery's processes remain subject to the agreed commission rate.

Work must be framed to gallery standard, except works which are intended to be hung without framing, such as stretched canvases and boxed boards. All work must be ready to hang with D rings and cord fixed to the back approximately one quarter of the way from the top of the frame. Please do not use fishing wire or twine.

The Collie Art Gallery will produce labels to accompany each piece of work from information provided by the artist, which must include at a minimum the title of the work, price and medium.

Advertising and promotion

Advertising and promotion will be provided as part of the Collie Art Gallery's overall marketing strategy.

Artists may arrange additional advertising or promotion at their own expense by agreement with Collie Art Gallery management. All advertising artwork must include the Collie Art Gallery logo and be approved by management before going to print.

Payment for sales

Artwork sales are collated at the end of every month. Payment less commission is made by the Collie Art Gallery around the second week of every month.

Sales less commission totalling less than \$20 will accumulate and only be paid once the amount owing to the artist reaches \$20, or at the end of every financial year.

Documentation

Didactic and biographical material pertinent to artworks for which the Collie Gallery Group Inc. has curatorial responsibility must be researched, documented and displayed to increase the value and relevance to audiences, within available resources.

All exhibitions and displays must be documented and information retained as a permanent record. Such information must be made available for research and scholastic purposes on request, provided the artist's privacy, copyright and moral rights are not compromised and is possible within available resources.

Safety and security

Suitable trained and experienced staff must be provided to manage the handling, storage, installation and presentation of artworks.

An appropriate environment with adequate security controls must be maintained at all times to ensure the safety and wellbeing of the artworks; however, work is displayed on a consignment basis and is left at the artist's risk.