



# Northern Rivers Community Gallery

## Exhibition Information Package

**Northern Rivers Community Gallery**  
44 Cherry Street, Ballina  
Ph 02 6681 6167 Free Entry  
Wednesday to Friday 10am – 4pm  
Weekends 9.30am – 2.30pm  
Closed Public Holidays

**nrcg** | northern rivers  
**community gallery**



## Exhibition Information Package

This Information Package has been written to assist you in considering this venue for your exhibition and to assist you in preparing an application to exhibit. Please use an Exhibition Application Form to submit your application.

The Northern Rivers Community Gallery is housed in a heritage building, built in 1927 as the original Ballina Municipal Council Chambers. The building was renovated, and the Gallery opened, in 2007. The Gallery provides a professional, high profile exhibition space for the Northern Rivers community – encouraging a diverse and active program of exhibitions and public programs. The Gallery exhibits artwork by artists, craftspeople & designers. Exhibitions also include social history and heritage stories as well as projects by community and cultural groups in the region.

As a community gallery the program is largely initiated by the community, in that individual artists, artist groups, cultural and community groups, curators, history/heritage groups etc may apply to exhibit. From time to time the Gallery also presents touring exhibitions and in-house curated exhibitions or joint projects between the Gallery and other community, educational or arts organisations and/or artists.

The Gallery is owned and managed by Ballina Shire Council as a service to our local and regional communities, and our visitors.

The Gallery includes four exhibition spaces that attract hire fees for use. Exhibitions are generally rotated every four weeks. Items on exhibition are generally for sale.

## Apply to Exhibit

Artists, arts organisations and community cultural groups, particularly those in the Northern Rivers region of NSW, are invited to apply to present exhibitions of paintings, sculptures, cultural heritage, fabric and textile art, pottery, ceramics, woodwork, jewellery, photography etc at the Northern Rivers Community Gallery.

Applications are accepted all year round. Applications are assessed and scheduled twice each year. The next two assessment/ scheduling rounds are:

**For exhibitions occurring February 2015 – January 2016:** applications close 1 September 2014.  
Applications will be assessed by 21 November 2014.

For exhibitions outside the timeframes listed above, or for advice regarding your application, please telephone the Gallery Coordinator on (02) 6681 6167 or email [leem@ballina.nsw.gov.au](mailto:leem@ballina.nsw.gov.au)

## Return Completed Applications To

### Post:

Attention: Gallery Coordinator  
Northern Rivers Community Gallery  
PO BOX 450  
Ballina NSW 2478

### Email (no larger than 5MB)

With subject line: Exhibition Application for NRCG  
[leem@ballina.nsw.gov.au](mailto:leem@ballina.nsw.gov.au)

### Hand Delivered:

Northern Rivers Community Gallery, 44 – 46 Cherry Street, Ballina.  
During opening hours: Wednesday - Friday 10am – 4pm; Saturday and Sunday 9.30am – 2.30pm  
Closed Public Holidays. Contact the Gallery for Christmas/New Year trading hours.

### Please note:

- application forms and attachments will NOT be returned
- DO NOT send original artwork with your application
- retain a copy of the Information Package and your completed Exhibition Application Form for your own records

## The Application

The Gallery receives a large number of exhibition applications each round, unfortunately not all applications can be accommodated. Any combination of the points below will be considered when your application is being assessed:

- Does the exhibition demonstrate artistic merit and originality?
- Does the exhibition clearly communicate its intent?
- Does the exhibition represent people, places, stories, communities etc relating to the Northern Rivers region?
- Has the exhibition application considered a target audience or community involvement?
- Will the timing of the exhibition suit the Gallery's schedule?
- Will the exhibition contribute to a balanced overall exhibition program?
- Is there adequate information for the application to be assessed?
- If the application represents a group or individual that has exhibited at the Northern Rivers Community Gallery in the previous 12 months – does the application show development or continued relevance to the community and the Gallery's overall program?

## Gallery Hire Fees

Hire fees for the exhibition spaces are as follows (refer to Gallery floor plan on page 11 for the location of the various Gallery spaces)

Exhibition Space	Area (floor)	Running Meters (walls)	Cost/ 4 weeks
Gallery 1	Hanging work only	17m approx	\$200
Gallery 2	35m2 approx	13m approx	\$420
Gallery 3	12m2 approx	7m approx	\$180
Gallery 4	70m2 approx	24m approx	\$540
Entire Gallery (including Foyer)	117m2 approx	70m approx	\$1,200

Notes:

- Fees stated are correct at the time of writing and are subject to annual review by Ballina Shire Council. Please check with the Gallery Coordinator for current fees.
- Gallery Hire Fees (minus deposits paid) will be due up to four months prior to the exhibition start date.
- Successful applicants will be issued invoices notifying them of payments required.

## What Do These Hire Fees Include?

- Exhibition in the allocated gallery space (The Gallery features a Victorian hanging system, track lighting and air conditioning - environmental controls).
- Support and advice from the Gallery Coordinator.
- Access to plinths (subject to availability).
- The Gallery will format and produce all artwork labels, expanded labels and exhibition didactics.
- The Gallery will produce vinyl signage (featuring your exhibition title) for the title wall of your exhibition.
- The Gallery Coordinator will determine the layout of your exhibition as required (independently or in consultation with the exhibitor).
- The Gallery will install your exhibition.
- Gallery staff and volunteers will supervise the Gallery, making your exhibition available to visitors during opening hours and during the launch event. (Excluding unforeseen circumstances)
- Gallery staff and volunteers manage all artwork and shop stock sales for the duration of the exhibition.
- The Gallery will format, produce and supply electronic and printed copies (minimum of 120, maximum of 500 copies in total for the group of current exhibitions) of an exhibition flyer/launch

invitation. Additional copies can be ordered at cost to the artist if required and must be discussed with the Gallery Coordinator three months before the exhibition start.

- The Gallery will distribute this flyer to the Gallery's enews database and to Gallery visitors in the lead up to your exhibition.
- The Gallery undertakes marketing and medias listed under 'promotions' heading
- The Gallery provides light refreshments for a shared exhibition launch per round of exhibitions.

## Artwork & Shop Stock Sales

- The Gallery retains a 33% commission on all artwork, commissions, orders and shop consignment stock sales, made during the exhibition period.
- When supplying artwork details for the production of artwork labels, exhibitors must provide prices including 33% commission. To do this, divide the amount YOU require for your artwork by 0.67, round the amount up – this equals your retail sale price.

*For example, if you want to retain \$100 for your artwork:*

$\$100 \div 0.67 = \$149.25$  (round this up to a retail price of \$150).

- A minimum of 80% of the items within any exhibition must be available for sale. If not, exhibitors must present a convincing case as to why the exhibition is of community benefit and relevance.
- Artist returns (for exhibition and shop stock sales) are paid via electronic funds transfer no later than three weeks following the close of the exhibition.
- Gallery Shop consignment stock refers to items you may sell that are related to your exhibition but that are not exhibition items e.g. gift cards, catalogues, artist's books, limited edition prints, jewellery etc.
- All Gallery shop consignment stock must be discussed with the Gallery Coordinator and authorised at least three months prior to the exhibition period.
- Gallery Shop consignment stock must be relevant to your exhibition and your practice. It must be of a high standard and well presented for sale.
- You do not have to provide shop stock for sale.
- The Gallery Coordinator reserves the right to reject shop stock.
- It is the responsibility of exhibitors/ shop stock suppliers to observe relevant Australian taxation regulations or requirements for sale of their artwork within the Gallery.
- Promotions of alternative points of sale are not permitted within the Gallery and any offending promotional literature or signage will be removed from the Gallery by Gallery Management.

## Acceptance of Successful Exhibition Applications

- If your application is successful, you will receive a letter with dates offered by the Gallery.
- You must confirm your acceptance of the offer in writing (a form will be provided) along with creditor details (a form will be provided) within two weeks of the offer.
- When your acceptance is received you will be invoiced for a non-refundable deposit of \$100, to secure your exhibition. This deposit amount is deducted from your total payment due.
- Failure to confirm your acceptance in writing or to pay the deposit will result in the Gallery approaching another applicant to exhibit. No discussion or correspondence will be entered into concerning any such decision.

## Unsuccessful Exhibition Applications

- Unsuccessful applicants will be notified in writing, these outcomes are final.

## Cancelling or Postponing Your Confirmed Exhibition Dates

- The Gallery will make every effort to accommodate change requests however, forward planning is essential for presenting quality programs and therefore late requests for changes cannot always be accommodated.
- Should an exhibitor postpone or cancel their confirmed exhibition dates, cancellation and/or the postponement must occur at least four months prior to the confirmed exhibition start date.
- Exhibitor requests for cancellation and/or postponement less than four months out from the confirmed exhibition start date will result in the forfeit of the exhibitor's \$100 deposit. This applies even if the exhibitor is rescheduling the exhibition to a later date.
- Should Gallery Management withdraw the proposed use of the Gallery due to unforeseen circumstances, all monies paid will be refunded or credited for use at another time.
- The Gallery will not be responsible for any loss occasioned by the exhibitor as a result.

## Insurance

- Exhibitors are responsible for their own insurance.
- The Gallery does not insure exhibitions, artwork and/or shop stock, and although all due care will be taken the Gallery will not be responsible for any loss or damage howsoever caused.
- Exhibitors are responsible for the care of their equipment; the Gallery will not accept responsibility for loss or damage to exhibitor's equipment.
- Exhibitors are responsible for costs and organisation of insurance of artwork in transit.
- As required, the Gallery may insure travelling exhibitions or exhibitions curated by the Gallery.

## Schedule of Due Dates

- On offer of a successful exhibition application you will receive a 'schedule of due dates' relating to due dates for (but not limited to) artwork label content, artist statement/s, event details, marketing and media images.
- Failure to provide exhibition information required by specified due dates (unless prior negotiation of dates is enacted) will result in cancellation of the exhibition and exhibitor being liable for the whole booking fee, plus any costs incurred by Gallery Management.

## Exhibition Installation

- The Gallery Coordinator will determine the number of people (if any) representing exhibitors permitted in the Gallery during the installation period.
- Unless otherwise specified, exhibitors are required to deliver artworks on the Monday afternoon prior to the commencement date and collect artworks the Monday morning following the close of the exhibition. Specific times will be confirmed in your 'schedule of due dates'.
- All artworks must be delivered READY to be installed.
- The Gallery utilises a Victorian hanging system (nylon cord hanging from picture rail, hooks onto D-rings). This hanging system presents challenges when hanging non-standard works (i.e. unframed works, works that are very light, works that are very heavy).
- When preparing 'non-standard' artworks for display, please contact the Gallery Coordinator at least three months prior to your show so that the best possible solution for displaying your work can be determined.
- Hanging works must be suitably framed with D-rings secured 5cm from the top of the frame. If the location of the D-ring is too low works will lean forward when hung. If the location of the D-ring is too high the clasps on the nylon cord will be visible when your work is on display.
- Hanging works must not exceed 1.9m (height) to allow access into the building.
- All artworks should be able to be carried safely by two people. If not, please discuss requirements with the Gallery Coordinator.
- Electrical equipment (e.g. laptop, projectors) used to present artwork must be tagged and tested by an electrician prior to delivery.
- If you have hanging works that exceed 8kgs in weight please discuss this with the Gallery Coordinator at least three months prior to your exhibition so suitable hanging systems can be considered.
- Artwork including branches, twigs and/or logs must be sprayed for insects and (if possible) placed in a freezer for 24 hours prior to installation. Exhibitors must ensure that no live insects are introduced to the Gallery environment.
- As the Gallery is housed in a heritage listed building holes/hooks CAN NOT be placed in walls or the ceiling.

- The Gallery does have some contemporary walls. Very light works can be pinned into these walls (eg works on paper, light weaving works). See the Gallery Coordinator for details.
- The Gallery has one data projector available for exhibitors in Gallery space 4 for the presentation of new media work.
- The Gallery has various sized plinths available for 3D work (subject to availability).
- The Gallery Coordinator has the right to reject the installation of any artwork considered to be unsafe or inappropriate for display. The Gallery Coordinator may remove any artwork, signage or wording placed in the Gallery that he/she deems inappropriate, unsuitable, poorly presented or offensive to the general public. No discussion or correspondence will be entered into concerning any such decision.
- Signage, cards, flyers and their placement within the Gallery by exhibitors must adhere to Gallery standards and be approved beforehand by Gallery Management. The Gallery reserves the right to make changes in accordance with Gallery standards. The Gallery will format and produce all labels and/or lists of works.
- All artworks must be delivered with attached labels (not visible when work is on display) clearly indicating the artist's name and artwork title.
- If artworks are not delivered as per the conditions listed above the Gallery Coordinator may ask the artist/exhibitor to remove the works and prepare them as required and return the same day or they may be excluded from the exhibition.
- Artworks will not be displayed on easels unless such a display format is part of the concept for the work.
- Any Gallery furniture or exhibitor's own or special pieces of equipment of any kind for use in an exhibition requires approval by the Gallery Coordinator at least one month prior to the set up of the exhibition.

## Promotion

### **The Gallery:**

- formats and produces electronic and printed exhibition flyers/launch event invitations.
- sends electronic invitations to subscribers of the Gallery's e-news.
- makes printed flyers available to Gallery visitors in the lead up to each exhibition
- lists its exhibitions and programs on the Gallery and Arts Northern Rivers websites.
- distributes media releases to print, television, radio, web based and social media outlets across the Northern Rivers.
- regularly promotes the Gallery and/or exhibitions and programs in the Discover Ballina Website, Ballina Shire Council's Community Connect newsletter, on local community radio, Paradise FM, in the Ballina Advocate, on Bay FM's Arts Canvas, and in the Byron Echo Arts Section.



### **Exhibitors:**

- are strongly encouraged to actively contribute to the promotion of their exhibition by distributing exhibition flyer/invitations to their own networks and sending media releases to their local print and radio media outlets. Newspapers and community newsletters are often very responsive to local artists contacting them directly, with ready-to-use text and images (1MG, 300dpi).
- are responsible for the costs of additional media (advertising, additional printing) they choose to do.
- **must get approval** from the Gallery Coordinator for all advertising, invitations and any promotion in relation to the exhibition.

### **Launch Events**

- The Gallery presents one exhibition launch per exhibition period.
- Each exhibition occurring during that period shares this launch event.
- Launch events generally occur Thursdays 5.30pm to 7.30pm.
- The Gallery comfortably caters for 150 people at any one time, this number cannot be exceeded in accordance with Work, Health and Safety requirements. Exhibitors need to observe this limitation when issuing invitations. If additional guests/attendees present themselves at the opening they may be asked to delay their entry or return during normal opening hours.

### **Catering**

- The Ballina Gallery Café, operating within the same building, has exclusive rights to catering for all events at the Gallery, including exhibition launches.
- The Gallery will provide light refreshments for catering per launch event. If available one case of wine (mixed red and white) will be sponsored for the launch events through which is organized through the Gallery Café and it's suppliers.
- Should exhibitors elect to have additional catering, costs are to be paid for by the exhibitor.

### **Public Programs**

- The Gallery develops all public program events (e.g. artist's talks, workshops, education programs).
- Exhibitors are not permitted to develop public programs independent of the Gallery.
- If you have experience, skills and/or concepts for public programs that you believe would enhance your exhibition, please discuss these with the Gallery Coordinator at least four months prior to the exhibition start date. Education programs require additional lead-in time.

## Collecting Your Artwork at the End of the Exhibition

- Exhibitors are responsible for collecting their artwork at the close of the exhibition.
- Unless otherwise specified, collection occurs on the first Monday morning following the close of your exhibition.
- If exhibitors are unable to collect work at this time, arrangements need to be made for someone to collect the work on your behalf.

## Fundraising & Launch Entry Fees

- The Gallery relies on small donations from the general public and the conducting of raffles to raise funds. For this reason, some conditions apply to those seeking to run a fundraising event at the Gallery or to charge an entry fee to a launch event.
- Fundraising activity associated with an exhibition may not be conducted without prior approval of Gallery Management. Details regarding proposed fundraising activities must be outlined in an expression of interest to accompany the Exhibition Application Form. Gallery Management will consider the proposal, and if approved, will state conditions for implementation.
- Entry fees will not be considered for launches that occur during standard Gallery hours.
- Gallery Management will only consider fundraising for a recognised charity or a not for profit organisation, on the proviso that all monies collected are sent directly to the nominated charity/organisation. Monies raised may not be used to recoup the exhibitor's expenses APART from additional catering costs. Such instances must be approved by Gallery Management.
- Exhibitors are required to present to Gallery Management a receipt for monies paid to the charity/organisation.
- Travelling exhibitions, which may attract an entrance fee, have separate conditions.

## Signage & Artist Profiles

- The Gallery maintains a house style for signage, please discuss any signage requirements (e.g. sponsor signage) with the Gallery Coordinator at least three months prior to your exhibition start date to ensure your requirements can be satisfied, in accordance with the house style.
- Artists are encouraged to make artist profiles/CVs etc available to Gallery visitors. This information should be delivered ready for display in presentation folders or similar.
- Artists are encouraged to have business cards available for Gallery visitors, for the duration of their exhibition.

## Conflict Resolution

- No dispute can be raised on the contents of this form. If the exhibitor and Gallery Management are in dispute over the interpretation of the conditions in this form, it will be resolved firstly by an approach in writing to the General Manager of Ballina Shire Council.

## Copyright

- The artist grants the Gallery non-exclusive copyright to the Gallery for the explicit purpose of reproducing works from this exhibition for publicity and advertising relating to the exhibition.
- The Gallery reserves the right to take documentation of the exhibition for archival and educational purposes.
- Gallery visitors are permitted to photograph 'room shots' that include artworks but may not photograph individual artworks.
- As the copyright holder, the artist is the only individual able to grant permission for anyone to take photographs in and of their exhibition.
- While the Gallery will make every reasonable effort to enforce this, the Gallery does not take responsibility for copyright infringement by Gallery visitors/ media

# NORTHERN RIVERS COMMUNITY GALLERY FLOORPLAN

