

## 2022 Southern Art and Craft Trail Terms and Conditions

**2022 dates are Saturday 24 September to Sunday 9 October**

**All Exhibitors are to look out for further communications which will come to them on email and in Newsletters.**

### Entry

- Artists or groups/galleries need to be ASWA members first. These Membership forms can be filled out online and paid for online.
- An individual artist cannot register to hold a group exhibition (but can be the Contact Person for that Group). 2 or more people are a group. Groups need to be Group/gallery members first. However members of a group can be also be individual members to receive extra membership benefits. (Further details of this are on the forms)
- Should an artist wish to hold an Individual exhibition in more than one location then 2 Art Trail entries will be required – one for each venue.
- Should an Individual artist hold an individual exhibition, and also be part of a group exhibition, then 2 Art Trail entries will be required i.e. 1 for the Individual exhibition, and 1 lodged by the Group for their joint exhibition.
- Exhibitors need to have venues open for a minimum of 9 days out of the 16 days of the Art Trail. This must include 2 weekends of the 3.
- Exhibitors are featured in the Art Trail booklet and are required to supply a photo and wording as outlined in the Entry Forms. One proof of their Art Trail Booklet listing will be emailed for checking. If the Exhibitor does not respond, then it will be assumed that the proof of their Art Trail Booklet listing is correct.
- Exhibitors are able to purchase further advertising in the Art Trail promotional A5 Booklet and can also choose to become sponsors. (Contact ASWA for details)
- Exhibitors must supply a copy of public liability insurance as part of their application. ASWA does not cover or supply any insurance for exhibitors. In some cases evidence from the venue (location of the exhibition) could also be required.
- City of Albany Homes/private studios require extra paperwork (supplied by ASWA) to comply with CoA agreements. No other Shire has the same requirement. ASWA does not handle any other agreements on behalf of other Shires.
- Access to the City of Albany required 'Open Studios' forms are online and must be submitted along with the Art Trail Entry form for approval. In some cases approval might not be granted if requirements are not able to be met.
- Exhibitors must abide by all OHS general regulations including COVID requirements of the day.

### Promotions

- Exhibitors receive a Venue Bag including a poster, venue number poster, sponsor's promotional material, general information docs including survey details, and an Art Trail Booklet allocation.
- Exhibitor's Art Trail Booklet allocation is 20. Should an Exhibitor require more booklets for their personal promotional strategies, then these can be ordered at the time of printing (July) at cost price.

- Venue Bags, along with any ordered Art Trail corflute triangle road signs, are delivered to a pick up point in the Exhibitor's closest town. Exhibitors will be notified when they arrive and are required to retrieve them for their use.
- All Exhibitors are required to display the venue number poster at the door of their venue.
- All Exhibitors are required to use the official Art Trail corflute triangle road sign as their primary sign. This can be added to using additional Art Trail corflute triangle road signs or the Exhibitor's own signage. Quality signage is recommend.
- Art Trail corflute triangle road signs are available for purchase and are ordered on the Entry Form. These Art Trail corflute triangle road signs are displayed only during the Exhibitor's opening days and times during the Art Trail. They cannot be used outside the Art Trail dates or for any other exhibition purpose other than the Southern Art and Craft Trail. It is recommended that they are brought in each day.
- A high standard of work and curation is encouraged. ASWA check newcomers to encourage them to meet the standards. It has been found that exhibitions of a low standard generally do not sell much work.
- Exhibitors are encouraged to use their own social media and all other promotional forms available to them to promote their exhibition.

### Art Trail Exhibition Award

The \$2,000 Art Trail Exhibition Award will be offered in 2022. The 3 voting questions are completed by visitors who score Exhibitors on their standard of work, curation, and customer service. It is included on the Visitor Survey as mentioned below.

### Surveys

*It is a requirement of our funding that ASWA provide statistics.*

- An Exhibitor online survey is to be filled out at the end of the Art Trail by all Exhibitors.
- A paper Visitor Statistic sheet is provided in the Venue Bag. It gathers visitor numbers to the Venue and is to be completed daily, then scanned and emailed back the ASWA at the end of the event.
- Visitor Surveys are online and completed by Visitors. Exhibitors are to encourage Visitors to complete the survey. This survey also contains the voting for the Art Trail Exhibition Award.

### Art Trail Cancellation

- Should the Southern Art and Craft Trail be cancelled by ASWA **in MAY** due to unforeseen circumstances, then all exhibitors will be notified and entry fees refunded. Exhibitors and members will be notified of any replacement events.
- Other forces of nature i.e. weather, pandemics etc. will not lead to the cancellation of the Art Trail.
- Should an Exhibitor withdraw from the Art Trail **after May** then fees will not be refunded.

Enquiries can be directed to:

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