

# YAVA Artist Agreement 2024

## Guiding Principles

Our goal is to inspire, educate and bring people together. World-class art, artists, patrons and collectors coalesce in our space, which is inherently tied to the Yarra Valley region. Our strategy of selectively pairing established artists from further afield with those from the Yarra Valley is designed to support a **dynamic calendar of events and exhibitions** in our gallery. Canvassing the fields of visual arts, dance, theatre, music, poetry, literature and film-making, we support the careers of creatives, whether they are high-profile artists or emerging in their genre.

<https://www.yava.org.au/whoweare>

This Agreement is to clarify/uphold the Terms and conditions of YAVA Gallery for any exhibiting Artists.

PLEASE KEEP A COPY OF THIS DOCUMENT FOR YOUR RECORDS

## SPECIFIC TERMS & CONDITIONS FOR EXHIBITING ARTISTS

### ARTIST COMMITMENT

- Meet all deadlines to deliver artwork images, descriptions, and any other requirements communicated by the Gallery
- Deliver & collect artwork on agreed date
- Artwork presentation (framing, materials, etc) must be of high (gallery) standard
- Framed artworks must include suitably sized D-rings (medium/large size, not small) unless otherwise agreed with the gallery manager/curator.
- Any Installation specifications are to be negotiated three weeks prior to curation. eg lighting, audio visual equipment, music
- Additional plinths supplied by artist, must be of safe and stable construction, clean and labelled underneath
- Artists should be present at the opening to talk about their work - for a large group show 1-2 artists will be selected to speak at the opening.
- **During solo or group exhibitions it is expected that you will contribute shifts as a volunteer Gallery Guide during your exhibition**  
**1-3 person exhibition please contribute at least 1 shift per week;**  
**4-8 person exhibition please contribute at least 2 shifts during the exhibition and**  
**larger group exhibitions 9+ artists we expect at least one volunteer Gallery Guide shift per artist).** There are very good reasons for this:
  - 1) The gallery desk is serviced by volunteers.
  - 2) Having the artists in the gallery helps make sales!These shifts that you fill enhance the experience of our visitors, provide an opportunity for you to receive feedback about your work from potential buyers. Full support & training is provided, getting to know the Front of House systems prior to this is advisable. It also helps give you ideas as to what info you can provide

our gallery guides to best represent and communicate your art.

Contact any staff member to arrange your shifts.

- Artists are expected to promote exhibitions by sharing posts to their own personal networks (email lists, social media, other direct methods)
- Inform Gallery Manager prior to posting, any additional media to ensure a unified approach to your exhibition - YAVA will provide graphics you can share
- Artwork cannot have been previously exhibited at YAVA in the last 18 months.
- Ensure work sold elsewhere (social media, artists website, other venues) is the same price as work sold at YAVA - for example a card sold at YAVA for \$7 can not also be sold on artists' website for \$5. Applies for the duration of your exhibition.

NB Artists have the opportunity to arrange workshops running concurrently with their exhibition - please talk with Karen or Reggie about possibilities - [workshops@yava.org.au](mailto:workshops@yava.org.au)

## YAVA COMMITMENT

- Curation, installation and deinstallation of artwork in YAVA Gallery
- Handle all administration and sales in regards to your exhibition
- Provide a safe, welcoming environment for gallery patrons, attended by trained volunteer Gallery Guides
- Package SOLD artworks at deinstallation in wrappings provided by the gallery
- Repackage unsold artworks at deinstallation in wrappings originally provided by the artist (or equivalent). Artists may be asked to assist.
- Arrange collection of Sold works to purchaser
- Marketing, sales promotion, sales processing
- Will return the gallery to original condition after your exhibition unless specific artist responsibilities are agreed otherwise.
- Create a media release and send out a media kit to broadsheet media, radio, print and online media and actively promote in multiple places
- Provides an opening event for exhibitions at YAVA Gallery. Invite VIPs, past customers, potential customers, members, and gallery volunteers.
- Arrange sponsors/hosts for opening night and supply wine and soft drink
- Provide support material for gallery attendants to understand & promote the art

## COPYRIGHT - For Exhibition Artwork

- The Artist hereby warrants that they created and currently possess unencumbered title to all Artworks put forward, and that descriptions provided to YAVA are true and accurate. Additionally, each Artwork is signed and attributed to the Artist.
- The Artist hereby appoints YAVA Gallery as agent for the purpose of online display and sale of the Artists' work(s) that are in the exhibition, on a non-exclusive basis, in Australia and internationally, where appropriate in consultation with the artist (meaning their work may be shared on media platforms)
- YAVA may share digitised representations of the work for the purpose of promotion of both artist and YAVA.
- Copyright of all work remains with the artist, unless otherwise determined by the artist

## COMMISSION

Commission fee applicable:

- 30% commission to YAVA applicable for works sold through your exhibition and any events related to the activation - for Yarra Valley Member Plus Artists. Note this includes cards & prints. 40% commission applies for invited artists or anyone who does not have a current Member Plus membership.
- If a contract for a commission is made through YAVA, by a visitor to your exhibition, a reduced 20% commission is payable (30% for invited artists).
- If you sell a work within 30 days of your exhibition closing and the person saw the work at your exhibition, the 30% commission is still applicable even after you have retrieved the unsold work at close of the exhibition. Payment of the commission to YAVA is on an honour system - we will rely on your advice.
- YAVA may follow up with prospective buyers on your behalf after the exhibition closes, to encourage/facilitate additional sales of works. Any sales made through these communications will attract a commission (30% for YAVA Member Plus Artists; 40% visiting artists and non-current Member Plus artists).
- If you plan to consign artworks to another gallery immediately after the closure of your exhibition please advise YAVA so the pieces are removed from your exhibition 'Buy Art' page.

## PRICING and TERMS OF PAYMENT

- The gallery shall sell the artworks only at the retail price specified on the list of works, provided by the artist, unless otherwise discussed & agreed by the artist to sell at a different price.
- The artist may negotiate a collector's (or other special) discount.
- A Statement of Sale will be sent to artists at the end of each exhibition, for works sold
- Payment will be arranged upon receiving an Invoice from Artists sent to YAVA Gallery
- Exhibition cancellation by the artist must be given 60 days prior to the exhibition start date. Cancellation may impact future exhibition opportunities.
- Where an exhibition is cancelled by YAVA due to unforeseen reasons, such as COVID, YAVA will continue to represent the artists and where possible arrange a future date for the exhibition - agreement to be made between gallery and artist

## ACCESS TIMES

YAVA Gallery & Arts Hub usual hours are 10am to 4pm Wednesday to Sunday (subject to seasonal and COVID adjustments) If you require earlier or later access to YAVA Gallery & Arts Hub please email [gallery@yava.org.au](mailto:gallery@yava.org.au) to make arrangements. Please note we share the interior corridor, front and back doors with other businesses.

- Artwork delivery and collection outside of the event start and finish times will need to be pre-arranged with YAVA Gallery & Arts Hub
- Parking please do not park in other business reserved spaces
- We share the balcony with a neighbouring business, please be mindful of this during the week.

## ARTWORK FREIGHT

- Artists are responsible for delivering artwork to YAVA (or arranging for it to be delivered) prior to installation date
- The cost of freight to customers will be borne by the customer
- Suitable packaging is provided by the gallery for SOLD items. Artists are welcome to provide their own bespoke wrapping.

## INSTALLATION & DEINSTALLATION

Installation will take place during the two days prior to the exhibition commencement date (Tuesday - Wednesday ). The gallery manager will discuss and agree on installation requirements with the artist minimum 10 days prior to installation. The Gallery Manager and Curator will manage installation. If artists require specific hanging requirements, sourcing any non-standard installation elements is the responsibility of the artist. If you have any questions regarding installation or tools, please contact [gallery@yava.org.au](mailto:gallery@yava.org.au). In special cases, by prior arrangement, Artists can collaborate on installation with staff.

Please ensure that all artworks have a reliable hanging mechanism and are ready to hang e.g canvases should have D-rings. This is the responsibility of the artist. Wall hanging artworks without D-rings will be rejected unless specifically agreed with the gallery manager prior. Note: some D-rings are too small for our hooks - please use a medium sized D-ring (vs the little one that looks like a triangle).

Exhibition dismantling takes place from 5pm on the final Sunday of the exhibition. As we have limited storage we appreciate prompt collection of work. Please collect your work by end of day Sunday or early Tuesday morning, following completion of your exhibition unless other arrangements are specifically agreed on in writing with the gallery manager via [gallery@yava.org.au](mailto:gallery@yava.org.au).

## AUDIO VISUAL EQUIPMENT:

A range of audio visual and other equipment may be available – prior agreement required. Wireless Internet access is available- Client supplied equipment is to be set-up, operated, and packed down by the artist. YAVA Gallery & Arts Hub does not accept any responsibility for loss, damage or other, in relation to this equipment.

## DISPLAYS AND SIGNAGE:

Signage in the gallery will be provided by YAVA. No displays or signage are to be displayed or affixed to any surface without the prior consent of YAVA Gallery & Arts Hub.

## PROMOTION:

YAVA Gallery & Arts Hub requests artists reference YAVA Gallery & Arts Hub as the venue on all promotional material. Address is 252a Maroondah Highway, Healesville.

Artists are expected to promote the exhibition they are participating in to their own contacts and can invite them to the exhibition opening and artist talks. RSVP's via YAVA website is preferred..

YAVA Gallery & Arts Hub logo may only be used with permission from YAVA Gallery & Arts Hub.

#### CATERING AND BEVERAGES:

YAVA arranges beverages for the opening events. Third-party caterers and catering arrangements must be approved by YAVA Gallery.

#### ELIGIBILITY to EXHIBIT at YAVA GALLERY

Member Plus artists may be invited to exhibit by the YAVA Curatorial Panel and can also apply through open call invitations and newsletters. Member Plus artists are additionally invited to submit exhibition proposals. Note: An existing Member can upgrade to Member Plus through a prorated upgrade to enable eligibility - enquire via [membership@yarravalleyarts.org.au](mailto:membership@yarravalleyarts.org.au)

Other artists may be invited by the YAVA Curatorial Panel to exhibit alongside Yarra Valley Member Plus artists. This is part of our commitment to build new audiences, to inspire and educate and to extend the artistic presence of the Yarra Valley for the benefit of all.

- Eligibility to exhibit at YAVA Gallery does not indicate certainty - a review process and curatorial discretion applies to all exhibitions. There may also be a limited number of artists/artworks for open call exhibitions.
- NOTE: YAVA may from time to time offer additional opportunities for current Member Plus artists to exhibit artworks at venues beyond YAVA Gallery & Arts Hub.

#### ART ONLINE [www.yava.org.au](http://www.yava.org.au) - store

(see Kimberley Retail Manager for further details)

- At completion of an exhibition at YAVA Gallery, artworks may continue to be available to the public via our online store eg: [www.yava.org.au/holdingpattern-store](http://www.yava.org.au/holdingpattern-store)) following the exhibition's official end date unless otherwise agreed with the Gallery Manager.
- Works may continue to remain available online beyond 30 days post-exhibition at the artist's discretion. The Artist will communicate this intention via the agreement.
- 30% Commission applies to all sales (includes gst).
- Each artist will receive a URL they can share with their own broader audiences, with format [www.yava.org.au/artistname-store](http://www.yava.org.au/artistname-store) eg [www.yava.org.au/jessrae-store](http://www.yava.org.au/jessrae-store)
- Inclusion of artworks in an online store requires quality images, correctly named, in jpg format, minimum 1600 pixels on the shortest side.
- Image naming convention is Artist Name-Artwork Title-Medium-Price.jpg. eg [Fredericka Smith-Alliance-oil on Caravaggio Linen-\\$1600.jpg](#). Images must be sent to [gallery@yava.org.au](mailto:gallery@yava.org.au) via [wettransfer.com](http://wettransfer.com). An alternative is to provide a physical USB drive delivered to YAVA Gallery. Do not email images.
- Artworks for sale may be offered for sale elsewhere (in a non-exclusive arrangement) however exhibition via the online gallery is conditional on the artist's agreement to notify the gallery within 24 hours if an artwork is sold by another sales avenue (eg Bluethumb etc).

- Member Plus artists may also exhibit other artworks in our online gallery that may or may not have been exhibited, on a non-exclusive consignment basis. A minimum sales price of \$50 per artwork will apply. [gallery@yava.org.au](mailto:gallery@yava.org.au)

## RETAIL OPPORTUNITIES

We offer retail sales opportunities of quality books, prints and smaller items. The same commission applies to these items.. Please contact our Retail Manager Kimberley Hughes <[kimberley@yava.org.au](mailto:kimberley@yava.org.au)> for expressions of interest.

## PUBLIC LIABILITY

YAVA Gallery & Arts Hub is covered for Public Liability

## DISCLAIMERS

YAVA Gallery & Arts Hub has a high commitment to accuracy and integrity, however, YAVA Gallery & Arts Hub will not take responsibility for promotional information provided by artists, therefore we request Artists check all promotional information to ensure it is correct.

## FIRE PRECAUTIONS

Candles, naked flames, flame propellant materials or the like are not to be used or brought onto the premises. YAVA will not be open on CODE RED days, or where there is bush fire activity in the area.

## SECURITY

YAVA Gallery & Arts Hub has security cameras in operation in a number of locations within the building. Front of House volunteers and staff monitor the gallery during opening hours, the gallery is never left unattended.

## Changes to ARTIST AGREEMENT TERMS & CONDITIONS

YAVA may amend our terms & conditions from time to time at our discretion and without notice. We will email revised terms and conditions to your provided email address.

## USEFUL CONTACTS

Please only call during office hours

**Gallery phone** (03) 5906 -1149

**General gallery email** [info@yava.org.au](mailto:info@yava.org.au)

**Reggie Clark** (Artist & Member Engagement) Wednesday to Friday.

Email: [artists@yava.org.au](mailto:artists@yava.org.au)

**Vanessa Flynn** (Gallery Manager) Wednesday to Saturday. Subject to change during installation.

Email: [gallery@yava.org.au](mailto:gallery@yava.org.au)

**Kimberley** Hughes (Admin & Marketing Coordinator, Retail coordinator) Wednesday, Thursday, Sunday.

Email: [kimberley@yava.org.au](mailto:kimberley@yava.org.au)

**Serafina Munns** (Volunteer Coordinator) volunteer at YAVA – [volunteer@yava.org.au](mailto:volunteer@yava.org.au)

Workshops at YAVA <https://www.yava.org.au/workshops> [workshops@yava.org.au](mailto:workshops@yava.org.au)

For all things membership: [membership@yava.org.au](mailto:membership@yava.org.au)

<https://www.yava.org.au/membership>

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