

GALLERY CHARTER

Apollo Bay Art Gallery is an initiative of Apollo Bay Arts Inc, a group of volunteers with a passion for the arts.

The Gallery is located in the front room of the town's iconic heritage Hall (The Mechanics Institute)and operates with the support of the Apollo Bay Mechanics Hall Committee. The aim of the Gallery is to encourage and support local and emerging artists by providing a quality, accessible and affordable gallery space for them to exhibit their work.

GENERAL INFORMATION

Run on a not-for-profit basis by volunteers.

Fees have been set as low as possible to cover running costs.

Low commission of 20% only is charged on sales made.

The application process aims to ensure that exhibited work is of a professional standard ensuring long term success of the gallery.

The average turn-around time for exhibitions is 3 weeks but this is flexible, depending on the calendar/program.

There are 2 categories of exhibitions: Arts Inc run exhibitions and Self Managed exhibitions. In each case an **application form** including photos of art works, must be completed for consideration by the Committee.

1. ARTS INC RUN EXHIBITIONS

Group Shows are curated and run by the Arts Inc Gallery Committee. Participating artists will be required to staff the gallery on a roster basis.

Arts Inc Group exhibitions are generally held during the peak tourism periods over summer, Easter and some school holidays, and at other times between Self Managed exhibitions.

Each participating artist is required to contribute a small fee to cover costs.

2. SELF MANAGED EXHIBITIONS

Subject to the application process, individual artists, art groups or curators may use the Gallery Space for Self-Managed Shows.

Exhibitors are responsible for printed advertising, setting up, openings, staffing and sales for their own exhibitions.

Arts Inc's involvement is limited to supervision of hanging, general guidance and support, assistance with electronic publicity and (eventually) an email mailing list. The Gallery must at least be open on weekends, between 11 am – 4 pm.

It is the exhibitor's responsibility to staff the Gallery during gallery hours.

A rental fee of \$70-100 to cover running costs and a \$100 security bond will be required. Sales commission is requested within 2 weeks of the show's completion.