

HOME GROUND

A professional development program
for regional artists to assist in the
production of a solo exhibition at the
Western Plains Cultural Centre.

**APPLICATIONS CLOSE 5^{PM} FRIDAY
21 October 2022**



WESTERN PLAINS CULTURAL CENTRE



OVERVIEW

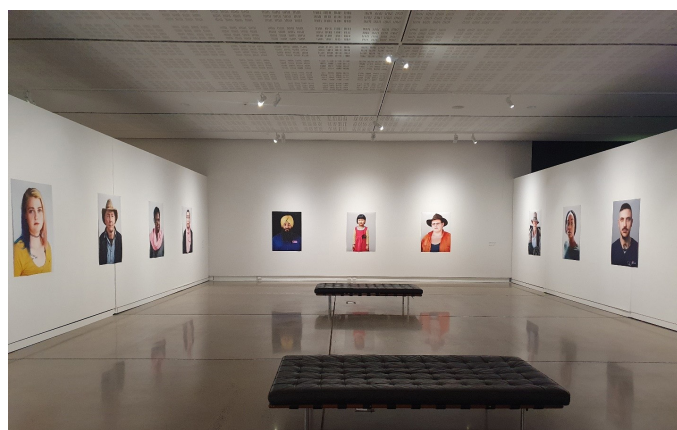
Submissions are now being sought from artists wishing to take part in the **HomeGround** program (formerly known as the Regional Art Space) at the **Western Plains Cultural Centre (WPCC)**, Dubbo. This program provides emerging regional artists with the opportunity to work alongside a professional curator to extend their practice with the end result being an exhibition of their work in a high profile exhibition space. Artists living within a 200km radius of Dubbo (*refer to Figure 1 below*) are invited to submit a proposal that outlines their exhibition; including concept or body of work and example images of work to support the proposal. Successful applicants will work closely with the **WPCC Curatorial team** to realise their exhibition. Applications will be assessed in conjunction with the WPCC Exhibition Policy.

HomeGround is limited to emerging artists from **Central West Region of NSW Only**. The **WPCC Curatorial team** classes an emerging artist as someone who is in the early stage of their career, generally the first five years of their professional practice. They have created a small independent body of work and have exhibited in a few solo or group shows in low profile exhibition spaces. The **WPCC** will evaluate the eligibility of applicants, as emerging based on their attached CV and images of previous body/ies of work. The assessment panel will be the final judges of these criteria. The panel is comprised of the **Cultural Development Curator Officer (DRC)** and a rotating panel of individuals such as Orana Arts Regional Development Executive Officer, an independent arts administrator and a member of the arts community.

Submissions should briefly outline the aim of the exhibition and its proposed scope. It is requested that the exhibition contain at least 50% new work i.e. proposals featuring **ONLY** completed work or previously exhibited work will be deemed ineligible. The aim of **HomeGround** is to provide the opportunity for artists to collaborate and work alongside a curator to develop their exhibition. Similarly the exhibition should be unique to the space and not contain only previously exhibited work, as artists will be provided the opportunity to tailor and shape their exhibition under the guidance of



All About the Material : Geoff Thomas,
Installation View, HomeGround
12 February - 1 May 2022



200 Years On: Ronnie Grammatica,
Installation View, HomeGround
27 November 2020 - 7 February 2021

the **WPCC Curatorial Team**. It is a requirement of entry into this program that you have discussed your proposal with your respective **Regional Arts Development Organisation (RADO)** or the **WPCC Curator Officer**. If you do not have a RADO please indicate this on application form. You are also welcome to discuss your application with **WPCC Curatorial Team**. A list of contacts is provided with this application form.

Artist's submission will be judged based on the following criteria:

- **Concept:** clearly articulated and well considered concept, outlining themes and ideas the artist wishes to explore and the medium in which this will be done.
- **Body of work:** Examples of images of work that will reflect the initial stages of the concept, indicating the concept has merit.
- **CV:** clearly outlines the accomplishment and/or previous professional development opportunities they have undertaken i.e. sole or group shows, mentorships and residencies.
- **Location:** Artists must live and or/practice within the geographical parameters outlined below (*refer to Figure 1*). Artists who do not, will not be eligible to apply.

The partnership between the **WPCC** and **Orana Arts Inc.** sees the provision of opportunities specific to the development of professional practice in the visual arts and culture within the western region. **WPCC** is a benchmark facility incorporating Dubbo Regional Gallery, Dubbo Regional Museum and Community Arts Centre. The **WPCC** is the largest centre of its kind in regional New South Wales, with large exhibition spaces, retail area, wet & dry studios, research library and meeting rooms. The **WPCC** provides a unique opportunity to engage with contemporary art and ideas, and regional history and culture, both in practice and theory.



Flood to Dust: Tayla Martin,
Installation View, HomeGround
7 May - 3 July 2022



Not Fragile Like a Flower: Melissa Kelly,
Artist Talk, HomeGround
9 July - 18 September 2022

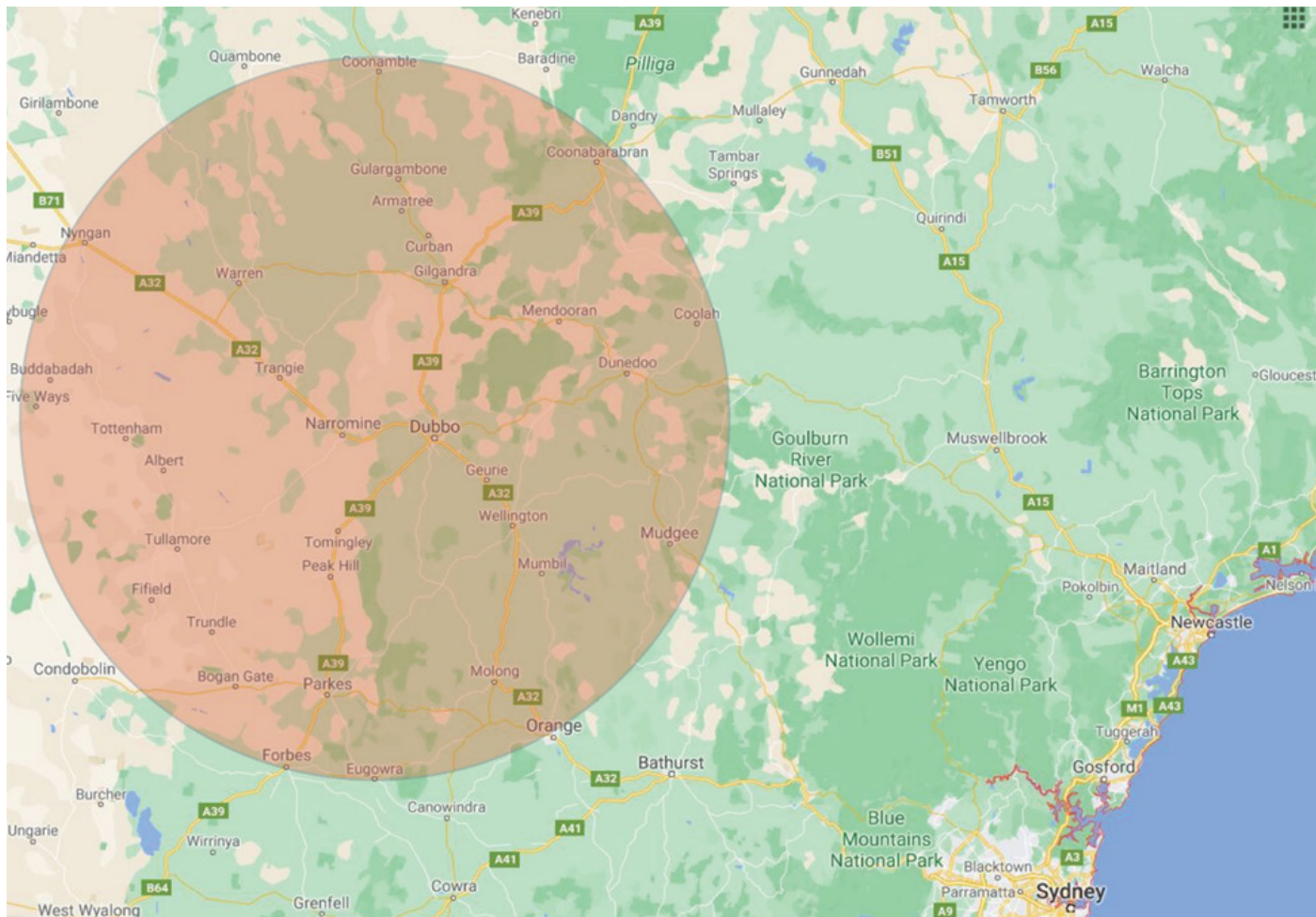


Figure 1: Artists need to live and/or practice within the highlighted red zone to be eligible to apply for the **HomeGround** program. Artists are asked to contact the **WPCC Curatorial Team** if they are unsure whether they qualify.

APPLICATION FORM

Applications close **5pm, Friday 21 October 2022** (or postmarked), we strongly recommend online submissions via our website, otherwise submissions can also be mailed in writing to:

Mariam Abboud
Curator Officer (Cultural Development, Dubbo Regional Council)
Western Plains Cultural Centre
PO Box 81
Dubbo NSW 2830

Name.....

Address.....

Telephone (BH)..... **Email**

Mobile

CHECKLIST

Please ensure that you have provided the following with your application ; these are all prerequisites:

- Name and best contact details.
- Submission outline (not longer than 1 page). This should clearly articulate your exhibition proposal. Brief Artist/s CV (no more than 2 pages per artist).
- A maximum of 10 images clearly labelled with your name, medium, date and dimensions of the work. Images should be provided as separate jpeg images OR as a PowerPoint presentation. Digital images preferred but printed photographs will also be accepted (please contact Curator Officer to discuss if you are unable to provide digital copies).
- Signed terms and conditions (found at the end of online application).
- \$37 application fee, paid via 123 link (found on website).
- Consultation with RADO or WPCC Curator or Curator Officer.

Signed:.....

Date:.....

The personal information that Western Plains Cultural Centre (WPCC) collects through this form is protected by the Privacy Information Protection Act 1998. Your contact details will not be used for any purpose other than to communicate with you regarding services the WPCC, or services determined by the WPCC & partners (Orana Arts Inc) from time to time, as being relevant.

STATEMENT OF RESPONSIBILITIES

This document outlines the responsibilities of all parties connected to the **HomeGround** program. In submitting your application you are agreeing to fulfil these responsibilities. Successful applicants will be required to sign an **Exhibition Agreement** involving these responsibilities as well as applicable dates regarding the relevant exhibition. In the event that it becomes known that the artist primary residence and/or practice does not sit within the geographical parameters outlined in **Figure 1**, the **WPCC Curatorial team** will revoke their submission and they will not be eligible to apply.

In this document the exhibiting **artist** will be referred to as the **Exhibitor** and the **Western Plains Cultural Centre (WPCC)** will be referred to as the **Organiser**.

The Exhibitor

The Exhibitor will:

- Deliver all works to the **Organiser** by the date specified in the **Exhibition Agreement** (this will usually be within seven days of the exhibition opening).
- Pay for all costs associated with transport of the artworks to and from the **Organiser**.
- Arrange at their own expense, insurance for all objects whilst in transit. The works will be covered by WPCC insurance whilst on display at WPCC.
- Be present at the exhibition site on the dates specified in the **Exhibition Agreement** to assist with installation of the exhibition (this will generally be the start of the week to when the exhibition opening). The **Exhibitor** will follow the directions of the **Organiser's** staff at all times with regards to Workplace Health and Safety issues.
- Provide the **Organiser** with details of each work (title, size, media and year) at a date specified in the **Exhibition Agreement** (this will usually be 20 working days prior to the exhibition opening).
- Provide the **Organiser** with installation requirements at a date specified (usually 20 working days prior to the installation period).
- Provide the **Organiser** with a price list (if applicable) for all works at a date specified in the **Exhibition Agreement** (this will usually be 10 working days prior to the exhibition opening).
- Provide a 75 word statement, images suitable for publication and promotion, and relevant image details at a date specified in the **Exhibition Agreement** (usually required six months prior to the exhibition opening).
- Speak for a minimum of 15 minutes at a public event or participate in an artist talk at a date specified in the **Exhibition Agreement** (this will usually be on the date the exhibition opens).
- Not remove any works prior to a date specified in the **Exhibition Agreement**.
- Remove all works from the exhibition spaces and storages spaces at a date specified in the **Exhibition Agreement** (this will usually be within 5 working days after the exhibition closes).
- Issue an invoice for \$1800 (artist fee) to the **Organiser** within 30 days of the exhibition opening.
- Notify the **Organiser** as soon as practical of any issues impacting the delivery of the exhibition and related programs.
- Deal openly, honestly and regularly keep in contact with the **Organiser**.

The Organiser

The Organiser will:

- Pay a fee of \$1800 (artist fee) to the **Exhibitor** within 30 days upon receipt of an invoice.
- Pay for all installation costs unless otherwise stated in consultation with the **Exhibitor**.
- Provide all materials and tools needed for the installation of the exhibition unless otherwise stated in consultation with the **Exhibitor**.
- Print all labels and text.
- Ensures that the **WPCC Curator Officer** makes a minimum of one studio visit prior to the exhibition opening,
- Insure the works for the period they are on site (including installation and storage) at the Western Plains Cultural Centre and provide Public Liability Insurance for the duration of the exhibition.
- Take steps to protect all works from damage by the public.
- Provide marketing materials as relevant. Such materials may include printed invitations, printed cultural programs, websites, media releases, email and social media sites.
- Provide catering (light refreshments) at the public event promoting the opening of the exhibition.
- Notify the **Exhibitor** as soon as practical of any issues impacting the delivery of the exhibition and related programs.
- Deal openly, honestly and regularly keep in contact with the **Exhibitor**.

Sale of Artworks

The WPCC is a publicly funded organisation and as such does not act as a commercial gallery. It does not host exhibitions where the sale of artworks is either a primary or secondary outcome. However, the **Organiser** will allow the sale of works on exhibition under the HomeGround program, if the artist chooses to do so.

Successful applicants have two choices:

1. To **not** sell any works from the exhibition for the duration of the exhibition at WPCC.
2. To **agree** to WPCC Sale of Art Works Policy and therefore all sales will be subject to the conditions listed below

Artwork sales operate under the WPCC Sale of Art Works Policy. The policy states (in part):

1. The potential sale of works by an artist exhibiting at the WPCC will not be considered by any officer of the WPCC in determining the suitability of the artist exhibiting at the WPCC.
2. The rationale and criteria for exhibiting at the WPCC will continue to be bound by the Exhibitions Policy.
3. The decision to sell artworks will be the responsibility solely of the artist concerned. A contract will be signed by the artist and WPCC detailing the terms and conditions of this arrangement.
4. The WPCC will charge a commission of 30% for all artworks sold during the exhibition period.
5. The WPCC will process all payments for artworks sold. All sales must be final, deposits will not be accepted. The WPCC will inform the artist of all sales on a weekly basis by email and vice versa.

6. All artworks sold must remain on exhibition as stated in the **Exhibition Contract** between the artist and the WPCC.
7. The WPCC **will not** use red dots or any other device to indicate sold works whilst on exhibition.
8. The WPCC will, within 30 days of the exhibition closing, and upon receipt of an invoice from the artist, make payment to the artist for all artworks sold, minus the WPCC commission of 30%.
9. The WPCC will wrap all sold artworks in protective materials (e.g. bubble wrap).
10. The purchaser is responsible for the collection of purchased artworks.
11. The WPCC **will not**:
 - Give advice to buyers regarding any artwork.
 - Recommend an artwork or artist to buyers.
 - Make any comment regarding the potential investment growth of any artwork.
 - Make any comment regarding the potential investment growth of any artist.
 - Ship or otherwise arrange transport of sold artworks.
12. The artist will provide the WPCC with the following 20 working days prior to the exhibition opening:
 - A list of all artworks and prices.
 - ABN number (if applicable) or statement of GST status or statement identifying themselves as the sole agent for GST on potential sales.
 - Payment details (Bank account number for direct deposit).
 - Contact details.
13. The WPCC **will not** assist in any sales of artworks outside of this policy. Artists who do not wish to sell within the terms of this policy will not be permitted to sell, or make provision to sell artworks for the length of the exhibition. Specifically the WPCC **will not**: provide contact details of the artist or potential buyers to other parties, keep a list of artworks and prices, or pass messages regarding sales from one party to the other.

These terms are non-negotiable. A full copy of the policy can be obtained from the **Organiser** upon request.



Crossroads: Rochelle Summerfield,
Studio Visit, HomeGround
7 December 2019 -16 February 2020



All About the Material : Geoff Thomas,
Installation View, HomeGround
12 February - 1 May 2022

FREQUENTLY ASKED QUESTIONS

INSTALLATION / DE-INSTALLATION

When do I install my show?

There is a week between exhibitions known as the Install period - five (5) days Monday to Friday inclusive. The exhibition space will be accessible to the exhibitors and WPCC staff only, unless prior approval is sought.

Is the lighting on a track system?

Yes.

Can I use sound, moving images or other media in my exhibition?

Yes. Please speak with the WPCC Curatorial team to discuss your requirements.

Will my works be safe in the gallery?

The WPCC has a comprehensive security system with closed circuit TV, back-to-base alarms and volunteer monitoring. The environment is controlled 24 hours a day, 7 days a week and complies with professional industry standards.

Am I required to hang my own work?

Yes, in collaboration with WPCC staff.

What installation systems will be available?

Works will be directly fixed to walls where possible and installation requirements will be assessed on a case-by-case basis. For framed works, please ensure works have D-rings evenly attached to rear of work.

If I have a disability and am unable to hang my artwork will assistance be provided?

Yes, WPCC staff will be happy to negotiate with you regarding the installation of your work.

Do I need to be there to accept delivery of my artwork?

No you are not required, however you must provide the following details – date of delivery, approximate time, name of transport provider and contact details and a comprehensive checklist of the contents of delivery. Delivery must be arranged within business hours (Mon – Fri, 9-5pm).

What day can I deliver?

Monday to Friday during business hours a week prior to installation week. If this is not possible it can be delivered on the Monday of the installation week at the latest. This must be pre-arranged with WPCC Staff.

Why can't I install my work on a weekend?

Exhibition policy at the WPCC maintains that all exhibitions are open during weekends. In addition, WPCC Staff will not be there to assist you at this time.

Who covers the cost of transit insurance and transport of artworks?

This is the responsibility of the **Exhibitor/s**.

Am I able to utilise gallery frames?

Yes. The WPCC has a number of frames of varying sizes in two colours - brown and blonde , available for loan during your exhibition. These frames are suitable for works on paper only. Contact WPCC staff if you are interested in utilising these frames as early as possible to arrange framing. This would need to be arranged at least two months prior to installation.

Who pays for delivery of artworks sold?

This is the responsibility of the **Exhibitor/s**.

Is there storage space for my works?

Storage space is available for the duration of the exhibition.

What is the size of the loading dock as I will be hiring a truck to transport my works?

The size of the loading dock is 6 (W) x 8 (L) x 10 (H) metres.

What tools and materials for the exhibition space are provided by the gallery and what am I expected to supply?

A general exhibition tool box will be available for use. Please consult with WPCC staff if you feel your work requires specific installation requirements.

EXHIBITION PROMOTION

Do I have to promote my exhibition myself?

No, your exhibition will be promoted by the WPCC as well as their partners and Orana Arts Inc, via numerous platforms i.e. social media, 6 month- programming and website.

ASSOCIATED EXHIBITION COSTS

Does it cost the artist to exhibit in the space?

No, but any specialist installation requirements that fall outside of what the WPCC provides will be at the cost of the **exhibitor/s**.

OFFICIAL OPENING

Do I organise an official opening?

No, the Official opening / Artist talk will be organised by WPCC in consultation with the artist.

What expectations do the WPCC Curatorial Team have for the artist on Opening day?

The artist will be required to speak for a minimum of 15 minutes at a public event, this usually will be on the date of the exhibition opening. There are general proceedings that are following when opening a show, however allowances can be made to this; please consult with WPCC staff for any changes.

Can I use the Western Plains Cultural Centre database to invite people to the opening afternoon?
Due to privacy laws we are unable to provide you with our database but we would be happy to include your invitations in our mail out. Please contact WPCC staff to discuss this further.

If I have a sponsor for food for the opening is this ok?
All sponsorships must be pre-approved by the WPCC.

INSURANCE

If my artwork is damaged during the exhibition, who will pay for damages?
There is insurance to cover the whole of the WPCC, and any claims would need to be discussed with the **Cultural Development Coordinator** for Dubbo Regional Council. Any damage to works within WPCC premises will be covered by WPCC.

GENERAL QUESTIONS

What are the Western Plains Cultural Centre's opening hours?
Open every day 10-4pm and 'til 6pm on Fridays. Creo Café has slightly extended hours to these.

What happens if I have to cancel my show?
You must notify WPCC staff as soon as possible if this situation arises. A fee may be imposed if insufficient time is given or your reasons for withdrawing do not meet with WPCC approval.

Do I have to look after the show?
No, however your volunteer assistance will be appreciated. Please advise if you wish to do this.

Can attendance figures be supplied to me at the end of my exhibition?
You will receive an Exhibition Report which will include attendance figures, press clippings, visitor comments, and images of your show install and from the public program event.

Does the WPCC provide additional support for helping HomeGround artists apply for grant funding?
WPCC Curatorial team are able to provide **HomeGround** artists with a Letter of Support, however for additional support artists should contact their local RADO.

What is the maximum weight of any single hanging piece?
There is no maximum weight, however if any single work exceeds 40 kg please inform the WPCC at least two weeks prior to install to allow for sufficient preparations to be made. Similarly, if you have work that you feel may exceed normal hanging/install conditions, please contact WPCC staff to discuss alternate installation procedures.

Who is on the assessment panel?
The assessment panel is comprised of the Cultural Development Curator Officer (DRC) and a rotating panel of individuals such as Orana Arts Regional Development Executive Officer, an independent arts administrator and a member of the arts community.

What is the definition of an emerging artist?
The term "*emerging artist*" typically defines anyone who is in the first five years of Professional Practice as an artist. This may include someone in the first five years after graduating from their

tertiary study of Visual Arts/Design, or within the first few years of working professionally as an artist. They usually have created a small independent body of work and have exhibited in a few solo or group shows in low profile exhibition spaces. The WPCC will evaluate the eligibility of applicants based on their attached CV and images of previous body/ies of work. It has no relation to the age of the artist.

I have exhibited in the Western Plains Cultural Centre before, am I eligible for HomeGround?

HomeGround is intended as a Professional Development Program for regionally based emerging artists living within a 200km radius of Dubbo LGA. The main aim of **HomeGround** is for artists to be mentored and guided by the **Curatorial team** when fleshing out their concept, producing their body of work and then exhibiting their work in an holistic way in a public gallery space. Due to the limited places available, priority will be given to artists who have not had the opportunity to exhibit within the Western Plains Cultural Centre.

What if I have trouble filling out this application, or have further questions?

Please contact the **Curatorial Team** from the WPCC or your local RADO who will be happy to assist



Not Fragile Like a Flower: Melissa Kelly,
Installation View, HomeGround
9 July - 18 September 2022



Sang into Existence: Anna Nordstrom,
Installation View, HomeGround
12 September - 22 November 2020

CONTACTS

Please contact any of the people below if you would like to discuss your application and/or if you need assistance.

WESTERN PLAINS CULTURAL CENTRE

Contact: Mariam Abboud
Curator Officer (Cultural Development, Dubbo Regional Council)
76 Wingewarra Street
PO Box 81
Dubbo NSW 2830
Ph. 02 6801 4434 **Fax.** 02 6801 4449
mariam.abboud@dubbo.nsw.gov.au
westernplainsculturalcentre.org

ORANA ARTS INC

Contact: Alicia Leggett
Executive Director
Regional Arts Development Organisation
PO Box 246
Wellington NSW 2820
Ph: 0429 945 811 or 0409 245 020
rado@oranaarts.com or aleggett@oranaarts.com
oranaarts.com.au

REGIONAL ARTS DEVELOPMENT ORGANISATION (RADOs)

There are 14 Regional Arts Organisations in NSW. Each employs an Executive Director or a RADO to coordinate cultural development in their region. To find your RADO go to:

<http://regionalartsnsw.com.au/networks/>