

AbaF

Direct and retail selling

Artists may opt to sell artworks directly to clients and not enter into a representative relationship with a commercial art gallery or agent. There are a number of ways or instances in which this can occur:

- selling work directly from the studio
- selling work directly via the internet
- selling artwork from an artist run space
- selling artwork from a hired gallery space.

Things to consider:

- A price list that includes GST, if registered. It is also useful to include a small biography about the artist on the price list.
- Having an appropriate accounting system for sales – how will you issue invoices and/or receipts for payment?
- If the exhibition runs for a month, you may need to take a deposit of 20% for a sale and ensure you have the correct contact details to follow up and finalise the sale before the work is handed over to the client.
- If the artist is represented by a commercial gallery then the artist and the gallery will need to discuss how this is managed. In some instances, the gallery may reduce their commission on direct selling from the studio. The ACGA has a Code of Practice that includes recommendations for discussing this issue with a commercial gallery.
- If selling artworks from a gallery space that you have hired, check the terms and conditions of the hire agreement to establish whether the space takes a commission from the sale of an artwork. Some spaces may take a commission of 20% for the sale of an artwork.

Retail selling

Artworks can be available for sale in a variety of retail outlets such as boutique gift shops or public gallery gift shops. Before committing to selling work in such retail spaces it is important to consider the following:

- Will the works be insured whilst on display?
- Will the works be on consignment or purchased outright?
- If the works are going to be purchased, what will the wholesale and retail price of the work be?
- If works are on consignment how will you be notified of a sale? What record keeping processes will you and the retail outlet have in place to manage this?

Resources:

National Association of Visual Artists (NAVA)

NAVA's *The Code of Practice for the Australian Visual Arts & Craft Sector*, includes a chapter on Exhibiting, Selling and Collecting Art and Craft which provides information on direct selling and retail outlets.

Level 1

43-51 Cowper Wharf Road
Woolloomooloo NSW 2001

T: 02 9368 1900

F: 02 9368 6909

E: nava@visualarts.net.au

W: www.visualarts.net.au

Australian Commercial Galleries Association (ACGA)

The ACGA lists their members by state and provides contact numbers and web links. The 'Code of Practice for Australian Commercial Galleries and the Artists they Represent' can be downloaded from this website and covers sales from artist studios when the artist is represented by a commercial gallery.

Atrium, Federation Square
Cnr Flinders & Swanston Streets
Melbourne, VIC 3000
Tel: 03 9662 2209
Fax: 03 9662 2640
E: mail@acga.com.au
F: www.acga.com.au

References and further reading”

- NAVA, “Exhibiting, Selling and Collecting Art and Craft”, *The Code of Practice for the Australian Visual Arts & Craft Sector*, (2nd edition), NAVA, Sydney,2004.

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