

AbaF

Exhibition budgeting

A realistic budget is an important part of good exhibition planning. A budget is an itemised estimate of income and expenditure during a specific time-period and should be a document that is constantly updated as circumstances change.

A budget will assist you to determine if you will make a profit, break even, or make a loss, and allow you to plan accordingly. A budget contains two key components: income and expenditure. Ideally you should have more income than expenses, or it should balance.

When preparing an exhibition budget, try to be as realistic as possible in assessing the expenses you may incur, otherwise you could overspend and be unable to cover all your costs. Get as many quotes as possible from different suppliers to ensure you have the best price. Also include a contingency amount – typically 10% of the total budget - to cover variable or unforeseen costs.

Income

The income can be derived from a variety of sources, including:

- sale of artworks
- catalogue sales
- merchandise sales
- grants
- sponsorship – cash and in-kind
- in-kind support
- donations

Grants - funds distributed by governments, foundations, or other organisations for projects that fit their particular objectives and aims. Grants are usually project based. They require you to meet certain terms and conditions and deliver agreed outcomes.

Sponsorships - business relationships that are mutually beneficial. They may involve cash, in-kind services, or a combination of both in exchange for business benefits. The business receives benefits in the form staff experience, enhancing their reputation in the community, or opportunities to network. They can also include branding, for example the inclusion of the company's logo at the venue and on the exhibition invitation and catalogue.

'In kind' support refers to the goods or labour that you would otherwise have to pay for, but is contributed to the exhibition at no cost as either a donation or as part of a sponsorship.

Donations are gifts made for philanthropic reasons with no expectation of a material benefit to the giver. Donations are made by individuals, organisations or businesses because they want to support your work and project.

Expenses

The expenses are all the production and presentation costs associated with exhibiting your work. These include items such as venue and equipment hire, advertising, printing and posting invitations, printing catalogues, installation materials, freight, catering and staff costs.

The following page provides a budget template for the associated costs and income for an exhibition.

Exhibition budget template

Income	Quote	Actual
Sale of artworks		
Sale of catalogues / merchandise		
Sponsorship		
Grants		
Donations		
In-kind assistance		
Own funds		
Sub-Total A		
Expenditure	Quote	Actual
<i>Administration</i>		
Stationery (including photocopying)		
Postage		
Telephone calls		
Travel		
Sub-Total B		
Venue hire		
Sub-Total C		
<i>Marketing & Public Relations</i>		
Invitation design/print		
Catalogue design/print		
Price list		
Newspaper/Magazine listings		
Media release		
Advertising		
Photography		
Sub-Total D		
<i>Exhibition Presentation</i>		
Equipment hire and hanging materials		
Framing, mounting, plinths or showcases		
Labels		
Packaging & transport		
Insurance		
Casual wages-installation		
Sub-Total E		
<i>Opening Night</i>		
Drinks/Food		
Bar staff		
Sub-Total F		
<i>Other</i>		
Documentation of work in exhibition space		
Venue paint/repair/cleaning		
Contingency 10%		
Sub-Total G		
TOTAL INCOME (Sub-Total A)		
TOTAL EXPENDITURE (Sub-Total B + C + D + E + F + G)		
GRAND TOTAL (= Total Income – Total Expenditure)		

Resources:*National Association of the Visual Arts (NAVA)*

- *The Code of Practice for the Australian Visual Arts and Crafts Sector*, 2nd Edition, NAVA, Sydney, 2004.
- *Professional Practice Kit – Full Set*, NAVA, Sydney, various dates.
- *A Guideline for Preparing Grant Applications: What you need to know before writing an application to a funding body*, NAVA, Sydney, 2004.
- *E-commerce and E-marketing: Issues relating to developing a website or online commerce facility for your business*, NAVA, Sydney, 2006.

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Museums Australia

Museums Australia is a national association that supports museums and galleries and the people that work in them. They offer a number of publications on the topic of exhibition planning, usually written from the perspective of museums.

- Georgia Rouette, *Exhibitions: a practical guide for small museums and galleries*, Museums Australia, Carlton South, 2007.
- Peta Landman (editor), *Museum Methods: A Practical manual for managing small museums & galleries*, Museums Australia, Canberra, 2002.

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References and further reading:

- David Butler, *Making Ways: The visual artists guide to surviving and thriving*, Artic Producers Publishing, Sunderland, 1989.
- Betty Chamberlain, *The Artist's Guide to the Art Market*, Watson-Guption Publications, New York, 1983.
- Debbie Duffin, *Artists Handbook 5: Organising Your Exhibition: The self-help guide*, AN Publications, Sunderland, 1991.
- Rose Lang, Bala Starr & Fiona Whitworth, *Drivetime Seminars Handbook*, 200 Gertrude Street, Melbourne, 1995.
- Lothar Wittenborg, *Good Show! A Practical Guide for Temporary Exhibitions*, Smithsonian Institution Travelling Exhibition Service, Washington DC, 1981.

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