

- 1. What is "Art at Burnley Harbour"?** *Art at Burnley Harbour* is an innovative outdoor (undercover) large art exhibition, of contemporary art, held on the banks of Melbourne's Yarra River, in Richmond. This will be the **6th** year this annual event has been held. The event is open to the public for **3** full days from **Friday 4th December** to **Sunday 6th December 2009**. This exhibition showcases works by both established and emerging contemporary artists and offers all participating artists the opportunity gain exposure for their art at low entry cost.
- 2. Where is Burnley Harbour?** The **Burnley Harbour precinct** is located on the North Bank of the Yarra River (opposite. Herring Island), **Richmond** in Melbourne, Victoria. (Melway Map **58 ref: F1**) and is only a few minutes walk from Church Street. The precinct consists of McConchie Reserve (Public park), the former Richmond Bluestone Quarry (now a wetland), the Monash-CityLink Tollway reserve, and Burnley Harbour itself, managed by Parks Victoria. Our exhibition will be held in the undercover area fronting the Yarra river. The area is accessible by either the pedestrian underpass at the end of **Mary Street**, Richmond, or you can take the stairs on the Church Street bridge, and follow the bike path, just a few minutes' walk. See the CAS web site for a map.
- 3. How long is ABH on for?** *Art at Burnley Harbour* is open to the public for **3** full days, from **Friday 4th December** to **Sunday 6th** of December. It is open from **8am** until **8pm** on each day, except on Sunday when it closes at **6pm**.
- 4. Where do I get an entry form?** You can download an entry form for **Art at Burnley Harbour 2009** from the Society's website, or phone us on 03 9428 0568 and leave your name & address, and we'll post a printed copy to you.
- 5. When is the entry deadline?** Return completed entry forms & correct payment (do not send cash) by 5pm, **24th of November 2009**. Entry fees can be paid by cheque / money order / credit card. (minimum of \$10- credit card allowed). If you are making your payment by cheque or money order, please make it out to: **Contemporary Art Society of Victoria Incorporated**. Post entry forms to: The Secretary, C.A.S. Inc., P.O. Box 283, RICHMOND, Vic 3121. Late entries will not be accepted and will be returned to sender.
- 6. How many artworks can I enter?** Each artist can enter up to **6** artworks (see conditions).
- 7. What type of artworks can I enter?** The exhibition is open to both emerging and established **Contemporary visual artists**, whom may enter artworks in a variety of media, such as paintings, drawings, pastel, watercolour, collage, mixed media, photography, ceramic and sculpture (see conditions). Work may be in any stable medium, on any subject, and must be the original work of the artist entering it. **Unsafe or wet works will be rejected**.
- 8. Do 2-dimensional artworks have to be framed?** If your painting is on a stretched canvas, this is considered framed. All other 2D works (drawings, works on paper etc.) must be suitably framed. All 2 dimensional artworks must be presented ready for hanging with wire and screw-eyes or similar attached securely to back. **String or fishing line not accepted**.
- 9. What are the size restrictions?** All 2 dimensional works must not exceed **110 cm x 122 cm** overall dimensions, height or width, including mounts and frames etc. All 3 dimensional works must not exceed **110 cm x 110 cm x 110 cm** overall dimensions. (Not including plinths) Oversized works may be rejected.
- 10. Is there a selection process?** The selection committee will choose the works for exhibition from the works submitted. The C.A.S. Inc. reserves the right to decline to exhibit any work, at any time. Unselected works will be held for collection on collection day. The selection committee's decision is final and no correspondence will be entered into.
- 11. When & where do I deliver my artworks?** The **Burnley Harbour precinct** is located on the Yarra River, in **Richmond**, Melbourne, Victoria. (Melway Map **58 ref: F1**) Our exhibition will be held in the undercover area fronting the Yarra river. Access for artwork delivery is by the pedestrian underpass at the end of **Mary Street**, Richmond. There are some short stay car spaces at the end of Mary Street. Artists are responsible for transporting their own works to the check in area. This is approximately 80 metres walk via the pedestrian underpass. (See the CAS web site for a map). **Artwork delivery:** Thursday 3rd December 3pm - 6pm; **Artwork collection:** Unsold artworks will be available for collection: Sunday 6th December 6pm - 8pm

- 12. Can I get someone else to deliver / collect my work?** Yes, you can appoint someone, (If persons delivering or collecting works are to be other than those named on entry form), to deliver / collect your artwork, referred to as an "agent". If you appoint an agent, please complete the agent section on the entry form. If you appoint an agent AFTER you have sent us your entry, the Society must be notified in writing at least 24 hours prior to the delivery or collection.
- 13. Who would see your artwork?** As an exhibitor, your artwork would be seen by invited guests, previous art purchasers (CAS sends out invitations to previous art purchasers) tourists, local residents, and pedestrians and cyclists using the Yarra Trail. Over 2,000 flyers promoting the event will also be widely distributed. River cruise operators also run tourist cruise boats on the Yarra past Burnley Harbour. Last year we had over 2,000 visitors. We have found that the many viewers stay longer than at a indoor art event, and last year we had several of the purchasers tell us it was their first ever art purchase!
- 14. What can visitors do at Burnley Harbour?** As well as the large art show, there are plenty of local sights to explore - there is a children's playground, and even three purpose built rock climbing walls adjoining the exhibition. So visitors can bring their kids, walk the dog, cycle on the bike path, have a break after viewing the artworks at our "**CAS CAFE**" (open the hours of the exhibition, serving tea, coffee and cold drinks) and generally relax on the banks of the Yarra river.
- 15. How is ABH publicised?** We produce over **2,000** flyers for the event, and they are distributed widely. An extensive email campaign promoting the event is also in place. We have had great media support for the previous 5 **Art at Burnley Harbour** exhibitions, including good press coverage, including interviews on ABC radio. This year we are also placing **paid** advertisements in **Art Almanac** & other publications, etc. Several of Melbourne's real-estate agents are also promoting the event for us with large **sign boards** to be placed around Melbourne, promoting the event (2 weeks prior). Local councils have given us permission to have them erected in prominent locations. Also, Richmond's famous store, "Dimmeys", is supplying a large window display promoting our event 2 weeks prior to the show (seen by many 100's of people passing by both on the street and by tram). A 12 metre wide banner, placed at Burnley Harbour, will be on display promoting the event. It is clearly visible to the large volume of traffic on Alexander Avenue, opposite Burnley Harbour.
- 16. Artwork sales?** We have a team of easy-to-identify volunteer sales staff on duty for the show's duration. **Art sales:** a CAS sales team member personally escorts the purchaser with their selection to the **Art sales desk**, where we also offer a **free art wrapping service**. Purchasers can pay by cash, or CAS can take Mastercard, Visa and also a range of debit cards. We are able to electronically verify all transactions on the spot, to ensure payment has been processed. CAS applies a sales commission of 25% on all sold artworks. Purchasers may only take their artwork when it has been paid for in full. All artists who have made sales will be posted a cheque by CAS on the 18/12/2009.
- 17. Security?** The exhibition is manned by helpfull volunteers during the exhibition, and professional security guards are employed to secure the show overnight.
- 18. Who runs the festival?** The festival is run by the **Contemporary Art Society of Victoria Inc.** The Society is a non-profit organisation, run on a voluntary basis by artists for the benefit of artists and those interested in the arts. It is based in Melbourne, Victoria, Australia, and was founded in 1938. The Society's primary aims include the fostering and promotion of contemporary art, to further the understanding of it, and to encourage and stimulate artists. For membership enquiries, see the CAS website.
- 19. Why am I asked to help?** To enable **you** to have your artwork on display, for only **\$6** per work, we ask you to contribute about **2 hours of your time**, and assist in the process of hanging and or take down of the exhibition, or some other small tasks, Without your assistance, we could not put on *Art at Burnley Harbour*. The Contemporary art Society of Victoria Inc. (CAS Inc.) itself is run by a dedicated team of **volunteers**, with the aim of promoting contemporary Australian art & artists, with **affordable** exhibitions. We support both established and emerging artists. Every year the exhibition has grown, and last year, we had over 500 artworks on public display, representing 120 individual artists. We had over 2000 visitors to the festival. To put on such a large event we need your assistance!