

Groundwork

Exhibition Program

Application Guidelines 2023

- ▶ Melton Library And Learning Hub
- ▶ Melton Civic Centre



ABOUT THE GROUNDWORK PROGRAM

The Groundwork exhibition program is a visual arts program designed to build artists skills in developing exhibitions in the City of Melton. It provides opportunities for locally connected emerging artists, curators and artist groups to display collections in prominent exhibition venues without paying hire fees, and with access to mentoring, support and advice from the Melton City Council's Arts Team.

We welcome applications from exhibitors who can demonstrate a committed arts practice, and who seek to explore a well-considered concept that is relevant and/or connected to the community. While our community arts venues are most suited to two-dimensional work, we also welcome a limited number of other exhibition formats, including digital, 2D work, wall installations and more.

We are currently seeking applications for exhibitions that can be developed and delivered between February 2023 - and February 2024, in Melton City Council's two community exhibition venues (outlined below).

These guidelines provide important information to inform your application and ensure you understand the terms and conditions of exhibiting work at our venues. Please read these guidelines carefully before you apply.

EXHIBITION VENUES

Melton City Council accepts community applications to host exhibitions at two venues:



Melton Library and Learning Hub

31 McKenzie St, Melton

Throughout this modern, two-floor building are a number of hanging walls for the presentation of exhibitions by emerging and local artists.



Melton Civic Centre

232 High St, Melton

The main entrance corridor wall of this well-visited customer service centre provides a small space suitable for the display of artwork.

APPLICATION PROCESS

When can I apply?

There is an annual call-out for applications for each calendar year, and exhibitors are encouraged to apply during this round for the best chance of inclusion in the program. Applications for exhibitions in 2023 are open from Wednesday 29 June to 9am, Wednesday 27 July 2022. Applications are occasionally accepted at other times throughout the year, if availability allows and at the discretion of the Arts Team.

How are exhibitions selected?

Submitting an exhibition application does not guarantee your proposal will be accepted. Once all proposals have been received, they will be assessed according to the exhibition selection criteria by staff from the Arts Team in consultation with Melton City Council's Arts Advisory Committee.

If your application is successful, you will be contacted by a member of the Arts Team and you will be allocated an exhibition space and time period for your exhibition.

What venue is best for my exhibition?

Applicants are advised to read each venue's intended purpose (below), in advance of submitting a proposal. You will be asked to preference venues in your application. Where a successful applicant's preferred venue is not available, or if the exhibition does not fit with our intended purpose for the venue, an offer of an alternative venue may be given.

How do I submit my application?

Applications are accepted via an online form which can be found on the arts opportunity pages at: melton.vic.gov.au. Applicants will be advised of the outcome of their exhibition application in writing.

EXHIBITION PROGRAM AIMS

The City of Melton's exhibition program aims to:

- Create awareness and appreciation of visual arts in the City of Melton
- Provide high-quality, diverse arts experiences for residents and visitors
- Assist artists to profile and explore new work
- Support artists to engage and collaborate with the community
- Facilitate learning and discussion about issues relevant to the community
- Facilitate equity of access to cultural resources for artists and audiences

EXHIBITION SELECTION CRITERIA

Melton City Council delivers a balanced program of exhibitions by both local and visiting artists, with a focus on providing our audiences with rich arts experiences. Melton City Council assesses Groundwork program applications according to the following criteria:

- **Suitability** - the exhibition is suitable for the intended purpose of the exhibition venue
- **Engagement** - the exhibition will attract new arts audiences to the venue. If at Melton Library, it will also provide public programs, events or activities for the community.
- **Committed Practice** - the artist/scan demonstrate prior commitment to their arts practice and/or have a prior exhibition record
- **Concept** - the concept or key thematic idea for the exhibition is clear, well considered and innovative
- **Relevance** - the proposed exhibition is relevant to local themes or issues and/or connects with Council strategies and goals

More information

Once you have fully reviewed all pages of these guidelines, you are welcome to seek further information about the application process by contacting the Arts Team: Email: artsandculture@melton.vic.gov.au Phone: 03 9747 5300

MELTON LIBRARY AND LEARNING HUB

Melton Library and Learning Hub is a state-of-the-art community hub in the heart of Melton. The library presents a popular program of events and activities and includes meeting spaces for hire by the community, attracting high visitor numbers. Throughout the modern, two-storey building are a number of hanging walls for the presentation of exhibitions.

Venue Purpose:

The library exhibition space is suitable for community exhibitions by local and emerging artists, arts groups and arts organisations presenting mostly two-dimensional artworks. This venue is also used for library-focused exhibition programming as required.

| | | | |
|--------------------------------|--|------------------------|--|
| Address: | 31 McKenzie Street, Melton Vic 3337 | | |
| Hanging System: | Selected walls throughout the Melton Library and Learning Hub are fitted with a flexible track/wire hanging system. All works should be suitably matted/framed/stretched and fitted with vertical d-rings prior to installation. | | |
| Lighting: | Melton Library and Learning Hub is lit by house lights. | | |
| Climate Control: | Melton Library and Learning Hub is an air conditioned venue | | |
| Running Metres: | Total: 27.4 metres | | |
| Display Specifications: | Melton Library and Learning Hub contains seven hanging walls, located throughout the venue, as below. A full facility report can be provided on request. | | |
| | Ground Floor: | First Floor: | A limited stock of display plinths and monitors are also available by negotiation. |
| | Wall 1: 1.6 (w) metres | Wall 4: 8.8 (w) metres | |
| | Wall 2: 3.9 (w) metres | Wall 5: 3.1 (w) metres | |
| | Wall 3: 2.1 (w) metres | Wall 6: 4.3 (w) metres | |
| | | Wall 7: 3.6 (w) metres | |
| | | | |
| | | | |



Image credits from left to right, top row to bottom row:

1. Melton Library and Learning Hub building exterior.
2. Melton Library exhibition walls, including artwork from the 2022 exhibition Winanga Burrugu by Lucy Webster.
3. Melton Library exhibition walls, including artwork from the 2022 exhibition Winanga Burrugu by Lucy Webster.
4. Anu Patel, Barry Melder et.al, The Belonging Tree, 2019, textile installation on Melton Library windows.
5. Melton Library and Learning Hub building exterior from a distance.

MELTON CIVIC CENTRE



The Melton Civic Centre is one of Melton City Council's primary customer service centres, with a high level of visitation.

Venue Purpose:

This venue provides opportunities for emerging and local artists with a small selection of two-dimensional works for display. The space is also suitable for heritage and cultural displays focused on local issues.

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- Address:** 232 High Street, Melton Vic 3337
- Hanging System:** A main entrance corridor wall of the facility provides a space suitable for the display of artwork. The display wall is fitted with a flexible track/wire hanging system. All works should be suitably matted/framed/stretched and fitted with vertical d-rings prior to installation.
- Lighting:** Melton Civic Centre is lit by house lights. Natural light is minimal
- Climate Control:** Melton Civic Centre is an air-conditioned venue
- Running Metres:** Total: 9 metres
- Display Specifications:** Melton Civic Centre contains one display wall which is 9.0 (w) metres.



EXHIBITION GUIDELINES

Should your application to exhibit at our venues be successful, Exhibitor(s) (any artist, group or curator intending to exhibit) and Melton City Council will enter an agreement about their roles and responsibilities in delivering an exhibition. Please take the time to read what our exhibition program can offer you, as well as what will be required of you, if you are accepted into the exhibition program:

MELTON CITY COUNCIL RESPONSIBILITIES

- 1. Exhibition Agreement:** Melton City Council will provide successful Exhibitor(s) written confirmation of the exhibition and an Agreement to exhibit in the allocated Exhibition Venue. *Note, some exhibition venues are subject to specific terms and conditions additional to those listed in these general exhibition guidelines.
- 2. Curatorial Decision-making:** Arts Team staff retain the right to make final decisions on exhibition layout and selection of work in all circumstances. Melton City Council may request intermittent meetings/studio visits with the Exhibitor(s) in the lead-up to the exhibition to assist with development of the list of works for the exhibition.
- 3. Exhibition Design:** Arts Team staff will provide expert advice on exhibition design and layout to best suit the venue and/or online platforms. The Arts Team reserves the right to make final decisions on the layout of artworks or digital documentation.
- 4. Installation and De-mount:** It is the responsibility of Exhibitor(s) to be available for installation and de-mount dates as negotiated with Council. Arts staff will assess the need for staff or contractors to assist with installation and de-mount of exhibitions at each venue. All installations will be executed within weekday hours between 9-5pm. All installation dates are subject to changing state government restrictions, including in relation to COVID 19.
- 5. Public Programs:** At the discretion of Arts Team, some Melton Library and Learning Hub Exhibitor(s) may be invited to develop in-person or online public programs to expand audiences for their exhibitions.
- 6. Marketing:**

In all venues, Melton City Council will organise for the production of:

- labels and didactic panels
- website listings on www.melton.vic.gov.au
- photography of the installed exhibition, and profile portraits
- exhibition wall title text
- social media promotion tiles

Melton Library exhibitors also receive A1 posters and email invitations for an opening event (invitations are for distribution by exhibitors)

**All marketing and promotion is dependent on Exhibitor(s) fulfilling requirements to supply exhibition information as per agreed schedules.

- 7. Media:** Melton City Council may (but is not obligated to) draft and disseminate a media release to promote the exhibition to media outlets and arrange interviews with artists. This is at the discretion of Council staff.

EXHIBITOR RESPONSIBILITIES

- 1. Exhibition Agreement:** An exhibition agreement will be provided to successful applicants on notification of their exhibition dates. Exhibitor(s) should read and sign their agreement within 30 days of receiving it or make an appointment to meet with a staff member from Melton City Council's Arts Team if they have any queries. *Note, some exhibition venues will be subject to specific terms and conditions additional to those listed in these general exhibition guidelines.
- 2. Council Policies, Procedures and Requirements:** Exhibitors, by applying for an exhibition in our venues, agree to comply with all Melton City Council policies and procedures, and will comply with all written and verbal requirements of Council staff for the duration of exhibition development and display. All exhibitors acknowledge that our venues are subject to COVID 19 restrictions at any time.
- 3. Promotional text and images:** Within 5 days of receiving confirmation of a place in the program, Exhibitor(s) must supply 150 words of promotional text and 3 high quality images for inclusion in season guides. Text templates can be provided on request.

4. **List of Works, Labels and Artists Statements:** Exhibitor(s) must provide a full list of works, artwork label information and artist statements a minimum of 8 weeks before exhibition installation date. The development of these three items of written content is the responsibility of the Exhibitor(s). Please refer to Melton City Council's Arts Team for label templates and advice.
5. **Public Programs:** At the discretion of the Arts Team, some Melton Library and Learning Hub Exhibitor(s) may be invited to develop online or in-person public programs to expand audiences for their exhibitions. All artists facilitating public programs will be remunerated by negotiation, and according to standard industry rates.
6. **Artwork Display Requirements:** All two-dimensional artworks on paper or canvas are to be mounted/framed in a manner compatible with existing hanging system in each space. Unless otherwise specified by the Arts Team, frames should be fitted with vertical d-rings on the left and right side of the back of each frame, suitable for hanging from two hooks. Please refer to the Arts Team for more information. Other installation formats such as three-dimensional work, objects or multi-media can be discussed with the Arts Team to assess feasibility.
7. **Condition of Works:** The artworks provided for display are to be in good condition, clean and free from pests or other matter that may put Council's assets at risk.
8. **Installation and De-mount:** It is the responsibility of Exhibitor(s) to be available for installation and de-mount as required by Council. Where deemed necessary by Council, staff or contractors will assist with the installation and de-mount of exhibitions. All installations will be executed within weekday hours between 9-5pm.
9. **Display Duration:** No works may be removed from an exhibition during agreed display and installation dates.
10. **Artwork Delivery, Pick up and Transport:** Unless otherwise advised by Council, delivery and removal of artworks is the responsibility of the Exhibitor(s). Works are to be delivered on the allocated installation date, and removed immediately after the exhibition closes, on the allocated de-mount date.
11. **Artwork storage restrictions:** Melton City Council is unable to provide storage facilities for works, tools or packaging other than the wall space offered for the agreed exhibition period. Failure to remove any items other than exhibition works from our venues, or failure to collect artworks on completion of the agreed exhibition period, will incur charges to the Exhibitor(s) to cover off-site storage and staff costs. Any items not collected by agreed dates will be disposed of at Melton City Council's discretion.
12. **Liability:** Except where otherwise stipulated in the Exhibition or Loan Agreement, artworks are displayed at the risk of the Exhibitor(s). Melton City Council will not accept liability for loss, theft or damage in connection with loaned property exhibited at its Exhibition Venues. Exhibitor(s) are advised to take out personal accident cover and insurance to cover loss or damage to artworks during transportation and exhibition.
13. **Sale of Artworks:** Melton City Council does not take commission on sales resulting from artwork displays in its Exhibition Venues. If Exhibitor(s) choose to make works on display available for sale, provisions are made so that Exhibitor(s) can manage their own sales directly with prospective buyers.
14. **Opening Events:**
 - a. Exhibitor(s) may, after negotiation with the Arts Team, organise and promote opening events within normal Exhibition Venue hours, if government restrictions allow.
 - b. Exhibitor(s) are responsible for organising their opening events, including arranging catering, inviting guests and ensuring the event room is left clean and tidy. The Arts Team will support Exhibitor(s) events by providing a room (subject to availability) and a subsidy of \$150 towards your catering. Exhibitor(s) will be responsible for all other event costs and arrangements.
 - c. Exhibitor(s) are required to contact Melton City Council's Arts Team to discuss events a minimum of 3 months prior to the opening date.
 - d. Catering and alcohol restrictions apply at our Exhibition Venues. Melton Arts Team members will advise you on any restrictions when you contact them regarding your event.
15. **Venue Management:** Notwithstanding these guidelines and terms and conditions, Melton City Council has ultimate responsibility for all matters pertaining to the listed exhibition venues, and users of the venues are required to comply with any directions from Arts Team members at all times.
16. **Responsibility to Comply with Agreement:** Breach of any of the terms and conditions of the Exhibition Agreement (forwarded on notification of exhibition selection) or responsibilities outlined in these guidelines, may lead to the cancellation of the exhibition.

TERMS AND CONDITIONS

In applying to participate in Melton City Council's Exhibition Program applicants agree to the following Terms and Conditions:

1. Except where otherwise stipulated in the Exhibition Agreement, artworks are displayed at the risk of the Exhibitor(s). Melton City Council will not accept liability for loss, theft or damage in connection with loaned property exhibited at its Exhibition Venues. Exhibitor(s) are advised to take out personal accident cover and insurance to cover loss or damage to artworks during transportation and exhibition if so desired.
2. Arts Team staff retain the right to make final decisions on exhibition layout and selection of work in all circumstances
3. Exhibitors will comply with all Melton City Council policies and procedures and will comply with all written and verbal requirements of Council staff for the duration of exhibition development and display.
4. Melton City Council does not administer the sale of artworks.
5. All artworks remain on display for the duration of the agreed exhibition dates, unless under extenuating circumstances and negotiated with the Arts Team.
6. Exhibiting artists must be able to deliver and collect their artwork at the allotted times.
7. Exhibiting artists must supply a complete list of works, artwork labels, and artist statements no later than 8 weeks prior to their exhibition.
8. Works must be prepared in advance to hang according to venue display requirements.
9. It is the responsibility of Exhibitor(s) to be available for installation and de-mount as required by Council. Where deemed necessary by Council, staff or contractors will assist with the installation and de-mount of exhibitions. All installations will be executed within weekday hours between 9-5pm. Where Exhibitor(s) cannot attend and assist with installation and demount due to extenuating circumstances, advice is required in advance.
10. Artworks or objects that do not comply with the stated venue purpose, Melton City Council policies, procedures or arts program requirements will not be displayed.
11. Melton City Council reserves the right to take images and video of all works in programmed exhibitions and displays. These may appear in Council promotions and publications. The artist will be attributed appropriately where possible.
12. Any promotional material created by Exhibitor(s) for exhibitions must be approved by Melton City Council before publication.

Thank you for reviewing Melton Arts and Culture's Exhibition Guidelines. We welcome enquiries from interested artists, curators, artist groups and organisations wishing to exhibit at our venues.

To discuss your application prior to submission, or for further information about the application process, please contact the Arts Team.

CONNECT WITH US



@imaginemelton



artsandculture@melton.vic.gov.au



9747 5300

We acknowledge that our exhibitions are displayed on the traditional lands of the Kulin Nation. We pay our respects to all Aboriginal and Torres Strait Islander Elders, past, present and emerging.