

# 2022 INFORMATION FOR NEW MEMBERS AND PARTICIPANTS

## WELCOME

Thank you for your interest in the annual Flinders Ranges – A Brush with Art event.

## INTRODUCTION

Held annually in spring, the Flinders Ranges – A Brush With Art is a month long event showcasing a number of exhibitions scattered throughout the Flinders and Southern Flinders Ranges. Exhibitions are presented as an Art Trail and venues must be located within the Flinders Ranges geographical area.

## HISTORY

In 2004, a Flinders Ranges Art Trail was launched, sponsored by Tourism SA and the SA Government. There were 3 exhibitions - Hawker, Wilpena and Blinman.

By 2005, with further sponsorship, the trail became an annual art festival, called 'Flinders Ranges – A Brush with Art' and exhibitions increased to 6.

In 2006, "A Brush With Art" became registered as a legal Incorporated Body.

Membership has increased with up to 15 venues participating annually.

Now in its 18th year, this unique annual event has become an iconic Flinders Ranges art trail, attracting visitors to the region each spring.

## **MEMBERSHIP AND EVENT PARTICIPATION**

The Flinders Ranges – A Brush With Art is grateful to have received funding from Country Arts SA, providing support to encourage increased participation through discounted fees for 2022.

There are two registration options available: **Member and Non-Member Participant**. We encourage artists to consider registering as a Member to make use of the benefits of the organisation.

### **2022 A Brush With Art Membership - \$250 (Discounted from \$420)**

Benefits of membership include:

- Vote at General meetings
- Promotion of an exhibition and/or venue or both
- Promotion of workshops as part of A Brush With Art at no charge
- Event/venue/exhibition/workshop details listed in printed marketing materials, on the website and featured on social media
- Artist/group profile listed on website [www.abrushwithart.com.au](http://www.abrushwithart.com.au).

*Membership can be cost shared amongst a group of artists and host venue, however only one representative should be nominated to attend general meetings*

### **2022 Non-member Participant/Participating Venue - \$0 (Discounted from \$250)**

Non-member Participant entitlements:

- Promotion of exhibition or venue (but not both)
- Promotion of workshops as part of A Brush With Art at no charge
- Event/venue/exhibition details listed online only
- Workshops with no cost to attend will be listed online free of charge. A fee of \$100 applies for promotion of a workshop with a cost to attend.

*If you are an Artist exhibiting at a venue you own, you will need to lodge two registrations – one for your venue, and one for your exhibition. A separate registration form is required for each Artist exhibiting in a group exhibition of two or more.*

## **DATES FOR 2022**

Friday 9th September to Sunday 9th October

## **REGISTRATION FORM**

Registration forms will be distributed via email and available on the A Brush With Art Website. Please return the registration form and submit payment (if applicable) by Friday 20th May. Information regarding Venue location, title, dates, opening days/times, workshops and a short description of your exhibition will be required. A minimum of two high resolution images must be supplied for use in advertising such as brochure, website, TV and social media.

## **VENUE RESPONSIBILITIES**

Visitor numbers must be documented for statistics - a form will be emailed by the Event Manager.

Each venue is responsible for its own exhibition, indemnity insurance, opening costs, private invitation costs, EFTPOS and other fees.

## **GOLD COIN DONATION**

Most venues charge a gold coin entry fee. This isn't obligatory but can help to recover costs.

## **BROCHURES**

Registered members are entitled to a listed advertisement in the brochure, corresponding to a number on a map. Brochures are distributed to all major tourist information centres through various channels. Participants receive brochures to stock their individual venues and distribute to smaller local centres. Brochures can be collected from central collection points, or posted to remote venues if required.

## **POSTERS**

Posters based on Brochure design will be emailed to participants to print and distribute as desired. Distribution of professionally printed posters will depend on available funding.

## **SIGNAGE**

Supply of new signage (with Logo) is dependent on funding. Various signs in use include large and small banners and more recently core flute signs. We have some of these available.

## **LOGO**

A new A Brush With Art logo and branding guidelines are currently being developed and will be distributed once available. This may be used in all your promotional material.

## **EVENT MANAGER CONTACT DETAILS**

Jess Quinn, Event Manager

Email - [flindersrangesabrushwithart@gmail.com](mailto:flindersrangesabrushwithart@gmail.com)

Phone - 0403 967 008

Website - [www.abrushwithart.com.au](http://www.abrushwithart.com.au)