

## 69 Smith St Gallery Newsletter

Dear 69 Smith St Gallery Members.

It has been a long time between newsletters!

In February the committee was tasked with re-establishing the gallery after its temporary closure.

The committee and friends have been focussed on getting the gallery running efficiently and effectively and ensuring that it is financially viable and sustainable. This included: setting up new processes, consolidating membership databases, tying up loose ends from when the gallery was closed, reclaiming and updating the website. and building up social media and

Now that the gallery is running smoothly again, the committee is keen to complete that last step of its rejuvenation by building a vibrant artist community within its membership.

As an Artist Run Initiative it is crucial that the gallery serves the needs of members and provides a community for members to interact and collaborate.

### Where to from here?

1. Soon you will receive an **invitation to complete a survey** to

provide input into where you want to take the gallery in the future.

2. You are also invited to a **strategy workshop on Sunday June 28th**, from 1 – 4pm at a venue to be confirmed - where we will ask you as members to help us shape the future direction of the gallery.

Bring a plate of food to share and we will finish off with afternoon tea and drinks.

You will receive an email with more details in the next week or so, but please pencil in the date.

## Facts and Figures about the Gallery

### Membership

The membership currently stands at 140

We have a mail list of 205 people (this includes members) – a 25% increase since March

### Finance

We have built close to \$6,000 in equity in February, which gives the gallery some breathing space. With strong gallery hire performance over the last couple of months we are “in the black” a month earlier than anticipated. We have made sure that deposits for future gallery hire and bonds are in escrow – meaning that they are protected and available for refund if required. We have also enabled credit card payments through Paypal.

### Committee and volunteers

The committee says bon voyage and thank you to Deb Ball who was our trusty Gallery Coordinator. Deb is departing for Scotland and we wish her well. **The coordination of exhibitions requires an enormous effort and we really do need further assistance. If you or a friend can help out with gallery and exhibition coordination we would be VERY appreciative. Please contact us at [69smithstgallery@gmail.com](mailto:69smithstgallery@gmail.com).**

The current committee consists of:

Chair	Sue Lock
Treasurer	Emma Blee
Secretary	Bernie Boundy
Exhibition Coordinator	Jan Herrera
Gallery Coordinator	Sophie Haralambakis
Membership Coordinator	Betty Nicholson
Mail collector	Michael Cuthbert
Media and Special Shows	Di Cunningham
Media	Louis Balis
Maintenance	Hans Eftermeyer

#### **Non committee member volunteers**

Opening night Assistants	Maria Cook & Birgit Kreuzkamp
Gallery monitor	Leonie Kervin
Maintenance and Archives	Helen McPherson
Exhibition documentation	Carole Rowlands
Website, mail and social media	Ingrid Brooker
Social media	Liza Poser

## **Social Media**

### **Website**

Our website has a Paypal facility which streamlines payment and accounting procedures for membership and group shows. The website is being regularly updated with information about exhibitions and events.

<http://www.69smithstreet.com.au/>

### **Facebook**

Our Facebook page has over 650 LIKES  
Posts for exhibitions have been reaching up to 2000 people.  
Make sure you visit it!

<https://www.facebook.com/www.69smithstreetgallery.com.au>

### **Instagram**

We have recently established an Instagram presence which is

attracting followers by the day – search for **69smithst.gallery** -  
thank you Liza Posar for setting this up  
If you are an Instagram user you can see it  
here <https://instagram.com/69smithst.gallery/>

## Upcoming Member Show - Book in a Bag

This popular member show is back! We have over 40 registered entries.

Take a lucky dip – and get creative! Choose a bag (which contains a mystery book), then create an art work that is inspired by or includes the book and/or the bag.

Anything goes... you are only limited by your imagination.

The resulting art will be on display at the gallery from 8<sup>th</sup> – 26<sup>th</sup> July.

It is not too late to pick up one of the last mystery bags. Contact us at [69smithstgallery@gmail.com](mailto:69smithstgallery@gmail.com) if you are interested

## Workshops

**Seminar on Saturday 20<sup>th</sup> June at 69 Smith St Gallery.**

We will be hosting a seminar by **Ashaya Borkar** titled **5 steps to selling creative products online.**

**Here is what she is offering :**

*The 2 hour seminar will guide creatives about the 5 steps that need to be planned before starting their online shop / website.*

*This information can be applied to any online platforms - online marketplaces, website stores, or any apps.*

*Being an artist myself, I understand the problems faced by creative businesses or artists in making their business thrive in this competitive world. The online marketplaces are crowded,*

*and personal websites are daunting to start. So, understanding the existing services and doing a planned business launch can get you to a good start. I have written a blog explaining the [5 steps to selling handmade products online](#), which I will explain and discuss.*

**The cost for this will be \$25 - Ashayar is offering this at cost price for members. We will forward details about booking and spaces available in a subsequent email.**

We are also looking for volunteers to run workshops on items of interest to members. If you are able to run a session on How to Write an Artist Statement, or How to Photograph Your Artwork, or Apps for Artists, or other topics of interest to fellow artists, please let us know.

## Helpful Tips

We would welcome short articles from readers that will help others to enhance their art practice. Please send them to [69smithstgallery@gmail.com](mailto:69smithstgallery@gmail.com) with *newsletter* in the subject line.

### **Hanging your artwork**

In most of the rooms at 69 Smith St Gallery we have a wire hanging system. It is preferable that these wire hanging systems are used – it saves having to plug holes and repaint the walls. We know that at times you need to pin work, but prefer that the majority of work is wired for hanging.

It is a good idea to make sure your work hangs well on the hanging system in the gallery. There are a number of good guides on the internet, but one of the best ones is included in the guidelines for the Cossack Art Awards.

In their information booklet there is a very clear explanation of how to use D rings to hang your work 2 ways – using a wire strung across the back of the picture OR using 2 D rings at the top of the frame so that the hooks from the wire hanging system go into the d rings directly.

<https://cossackartawards.com.au/sites/default/files/2015%20Info%20booket.pdf>

Thank you to Jane Chandler for finding this excellent explanation

Another informative video on how to prepare works for hanging is here

<https://www.youtube.com/watch?v=-ThspVqHlok>

You are advised to call into the gallery and check that the way you are planning to hang your work will be appropriate before you wire all of your works.

## Opportunities

### Get involved in the Artistic Community

We are calling for members and friends who are keen to share and acquire skills, and be involved in the running of the gallery - from the day to day maintenance of the gallery, to administration, curating, to sitting in the gallery during shows, web administration, submission writing and so forth. Our current committee and team of helpers is working hard, but further collaboration from members is necessary for us to carry on effectively. Contact us at [69smithstgallery@gmail.com](mailto:69smithstgallery@gmail.com) if you have an hour or two or three to contribute.

### Art Opportunities

You may want to enter work in some of the competitions and awards on offer. A good place to start is: <http://www.art-almanac.com.au/awards/>

## Suggestions for Further newsletters

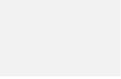
Do you have news about what you are doing? Would you like to contribute an article to the newsletter? If so please email us at [69smithstgallery@gmail.com](mailto:69smithstgallery@gmail.com)

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