
We received positive feedback about our first newsletter, so we are pleased to bring you the 2nd edition for 2015

1. Future Directions

Thank you to the people who completed the questionnaire asking members about the gallery. This provided valuable input to the strategy workshop which was held last Sunday. The results of that workshop will be distributed soon – we hope that you will find the output valuable and will help you understand how you can further engage with the gallery.

2. Art workshops

On June 20th our first education session for the year was conducted at the gallery by Akshaya Borkar from The Art and Craft Gallery. Titled **5 steps to getting your work online**, the session provided some interesting food for thought for artists who are thinking about marketing their work on line. We looked at the pros and cons of using various marketplaces such as Redbubble and Etsy, as well as setting up one's own shop on line and the complexity of getting recognised via Google.

Akshaya is available to run further workshops on social media, such as when and how to use and integrate Facebook, Pinterest, Blogs and websites. She is keen to know what workshops you would be interested in order to learn about marketing and social media. Contact us with your suggestions – 69smithstgallery@gmail.com

Upcoming - Workshop with Lorna Crane

We are pleased to announce that Lorna Crane, a NSW based artist will be running two workshops at the gallery in August. You can see her website here <http://www.lornacrane.com/>

Further details will be available when dates and costs have been confirmed.

3. Can you offer some administration assistance?

We really, really* need a person to help with **day to day administration at the gallery. This person would be supporting the gallery coordinator and exhibition coordinator

Skills required:

- the ability to receive and make phone calls
- basic email skills
- access to the internet
- familiarity with MS Word or any other word processing program
- the ability to maintain a list of gallery bookings and match interested artists with gallery vacancies

***Make a contribution by cleaning the gallery.**

We are pleased because we have had many compliments about how the way the gallery is looking so bright and cared for. But it does not clean itself - Smith St is a busy dusty street and there is a need for a cleaning team to keep the gallery looking bright and cheerful! This means sweeping the gallery and dusting, straightening up the kitchen and removing any marks from the wall. The artists who are sitting at the gallery are mainly responsible for cleaning the gallery, but sometimes they are pressed for time talking to visitors and do not get around to doing every bit. Leonie Kervin is currently making sure that it is sparkling clean, but it is a task that should be shared.

***Like a party?**

We need a team to come to the opening afternoons (or nominate a specific opening that you can attend), and help with the set up and clean up so that artists can talk to attendees. Skills required: setting out food and keeping tables tidy during the event, glass washing and stacking.

Please register your availability for all of these requests for assistance to 69smithstgallery@gmail.com

4. Looking forward to our next show - Book in the Bag

Participating artists, please note the drop off time of Monday 10 – 12pm, 6th July at the gallery. If you have not already paid, please go [online](#) now and do so or bring the correct money (\$45 for members, \$55 for non members) on Monday.

5. Tips and Hints

Free art magazines online!

Did you know that there are some excellent free online magazines for artists?

Photographers might be interested in f11 magazine <http://www.f11magazine.com/>

It is a free digital magazine published eleven times each year. Each issue is also available for download as a PDF file.

An interesting app that provides content to a range of magazines – among them some interesting art and gallery magazines is **Issuu** – available through Playstore or iTunes. Of course they want you to subscribe to the paid service, but the free service gives you access to some excellent content.

Promote your work free via Saatchi Art

One of the tips that came out of Akshaya's workshop was the fact that you can put your art on the Saatchi website for free – you can get more information from the website <http://www.saatchiart.com/whysell>

6. Ready to exhibit your work in the gallery?

There are some spots still available in the schedule – or you may want to take a big or small gallery or even share a gallery with another artist. Talk to us!

7. Receiving our emails?

We are sending this newsletter to members only. You will also receive feedback about the strategy workshop soon. Early next week you will receive a promotion about the upcoming shows which is an email to our public mail list. Feedback on all these communications is appreciated.

We have begun to solve the mystery of why some recipients were not receiving communications. Some email programs put our emails in folders calls SOCIAL or PROMOTIONS. If you have not been receiving all our communications – or know of people who have not been receiving them, try doing a search in your email for 69SmithSt and you may find a collection of past emails in one of these boxes.

8. Newsletter contributions

Do you have an article or tip or technique that you would like to share with your 69 Smith St art community? Please let us know 69smithstgallery@gmail.com