

MENTORSHIP PROGRAM

Introduction

The Australian Commercial Galleries Association (ACGA) is a not-for profit organisation which exists to represent, promote and further the interests of Australian contemporary art galleries whose core business is the ethical representation of living Australian artists. A dual aspect of the Association's mission is to develop Australian artists' livelihood and reputation while contributing to an enhanced public understanding of contemporary Australian art in the primary market.

The ACGA seeks to contribute to the visual arts in a way that enhances understanding of and support for the primary market while cultivating sound entrepreneurial ethics and an ever-strengthening national and international market for Australian art.

The ACGA recognises the importance of providing leadership in the art gallery sector and to promote the importance of ethical representation of living Australian artists. The ACGA is keen to actively encourage new galleries and to assist them to establish businesses that fit within the ACGA's Code of Practice and Code of Ethics. By being leaders in the field, and promoting the importance of ethical practices, ACGA members hope to encourage other galleries to develop their business to the ACGA benchmark.

The mentorship program

The ACGA has developed a mentorship program to assist new and developing galleries in their business endeavours.

The aim of the program is to provide participants with access to an ACGA member mentor for business development and operation issues. Prospective applicants can apply to the ACGA for inclusion in the program. If successful, for a small fee, participants get access to a mentor to discuss all elements of owning and operating a gallery. A non-exhaustive list of matters participants can get advice and assistance with follows. While not a guarantee of or prerequisite for membership of the ACGA, it is intended that participants who complete the mentorship program will be ready to apply for membership of the ACGA once they meet the criteria for eligibility.

It is intended that the formal program will operate for one year, with participants having the option to extend upon payment of an additional fee.

How to apply

Anyone interested in applying for the mentorship program should address an application to the Chair of the relevant State Chapter in the form attached. Successful applications will be required to sign a legal disclaimer and release from liability.

Fees

The mentorship program involves a fee of \$350 (excluding GST) for one year, with the opportunity to extend. The fees are payable upon acceptance into the program.

Program details

Mentor

A suitable mentor will be identified in consultation with the participant and the relevant State Chair.

Meetings

The mentor and the participant will have an initial meeting to identify focus areas for support, including areas of need and interest. At this initial meeting the participant and mentor will timetable a series of additional meetings as agreed between the parties, which shall be no less than three meetings in total for the year. The format, times and places for these meetings shall be agreed in advance where possible. Participants will use their best endeavours to stick to the agreed arrangements, or, where this is not possible, to give the other party sufficient notice of the need to cancel or postpone a meeting.

Confidentiality

The parties agree that all correspondence and discussions between the mentor and the participant, whether in person, by telephone or in writing, are commercial in confidence and are not to be disclosed to third parties without the parties written consent (subject to legal requirements).

Program Details

Areas on which participants will be provided assistance may include:

- Running a gallery
- Assistance with identifying resources in related areas, including:
 - Insurance
 - Financial and administrative support
 - Legal advice, including in relation to copyright, intellectual property and moral rights
- Relationships with public galleries
- Relationships with artists and artist organisations
- Building a client list
- Consideration of Codes of Practice and other like Protocols, including:
 - The NAVA/ACGA Code of Practice
 - The ACGA Code of Ethics
- Dealing with the media
- Advertising
- Exhibition programming and exhibition openings

Disclaimer

While participants in the program will use their best endeavours to provide accurate and up to date advice, neither the ACGA nor any member will be liable in any way whatsoever for any information provided or withheld or assistance given or not given during the course of the mentorship program, and the ACGA expressly negates any responsibility or liability in that regard.

ACGA Mentorship Program Application Form

Name: _____ Date of application: _____
Gallery: _____
Gallery Address: _____
State: _____ Postcode: _____
Tel: _____ Fax: _____ Mobile: _____
E-mail: _____ Web site: _____
Gallery opening hours: _____

Support Material Required

1. Current CV or paragraph of biographical information on individual applying for mentorship
2. No more than 1A4 page on your aims, focus and history of the gallery
3. Complete and current list of represented artists

Mentorship Application Processes

Applicants are asked to respect that for reasons of member confidentiality the ACGA upholds the right to reject applications at its absolute discretion and without reason. Letters of rejection are, in this context, necessarily brief and may not explain reasons for refusal.

Applications and Enquiries:

**Please return applications and/or direct enquiries to the relevant State Chair –
Access our website for up to date details about the current State Chair:
www.acga.com.au and for further information about the ACGA.**