
Fact Sheet

Valuing the Artist

February 2019



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Facts about visual artists

- There are approximately 8,600 visual artists practicing in Australia.¹
- 89% of Australian visual artists earn less than \$50K per annum.²
- 32% of Australian visual artists believe that their copyright has been infringed in some way.³
- 65% of artists cited insufficient income from the arts as the most important factor preventing them from spending more time at arts work.⁴

What is the role of the artist in galleries?

Artists are at the centre of everything public galleries do. Their work is featured in exhibitions, acquired for collections and they regularly deliver artists talks and workshops for gallery audiences. There are clear benefits for artists exhibiting in public galleries; it builds audiences and markets for their work, leading to future opportunities. Artists' commitment to their professional practice must always be respected.

How can galleries value artists?

Value can be reflected in many ways but first and foremost, artists must be paid appropriate fees. The National Association for the Visual Arts sets minimum rates of pay for exhibitions, loans, commissions, artist talks, workshops and public performances. The PGAV endorses NAVA Rates of Pay as industry best practice. Gallery programming budgets should be designed to accommodate NAVA Rates of Pay even if this means fewer exhibitions are presented. Without artists there would be no public gallery sector, therefore it is fundamental that artists are remunerated.

The artist and the gallery will enter into a contract for the presentation of the artist's work. It is to be written in plain language and clearly identify the roles and responsibilities of each party and a clear delegation of all associated costs. Artists are not expected to pay costs such as hospitality, marketing, insurance of their work whilst in the care of the gallery or its installation.

When loaning/presenting a work by an artist, the artist's moral rights⁵ are to be respected. They must be credited as the creator of the work. Images of their work are not to be cropped, overlaid with text or other graphic content without explicit written permission. They must be notified when their work is included in an exhibition and given the right to withdraw for any reason, including the curatorial context, or they do not wish to be associated with a particular sponsor.

1 David Throsby and Katya Petetskaya. *Making Art Work: An Economic Study of Professional Artists in Australia*. Australia Council for the Arts. 2017. p.24

2 Op.cit. p.77

3 Op.cit. p.106

4 Op.cit. p.69

5 *Moral Rights* Information Sheet, Arts Law Centre of Australia, 2016.

Additional Resources

National Association of Visual Artists: www.visualarts.net.au

Australia Council for the Arts: www.australiacouncil.gov.au/research

Arts Law Centre of Australia: www.artslaw.com.au

PGAV

The Public Galleries Association of Victoria (PGAV) is the peak body representing fifty art galleries and art museums across metropolitan and regional Victoria. Our role is to support, develop and promote public galleries in Victoria and within the national context.

Our Vision

Is a vibrant, cohesive, professional network of public galleries across Victoria that deliver inspiring visual art experiences which are relevant and accessible to the whole community.

Our Mission

Is to build and strengthen the capacity of public galleries in Victoria to deliver valuable cultural, social and economic returns to their communities. To achieve this mission we act as a broker between our members, the three-tiers of government, the private and philanthropic sectors, education and research institutions, the media and the community.



