

GENERAL ADVICE

- Familiarise yourself with the program. What has been selected previously? What is the standard like?
- Spend some time in Backspace. Explore the Art Gallery of Ballarat. Imagine your work in the gallery. Get specific. Think about how you would want your exhibition to appear in the gallery.
- Start the writing process early. Have others read your rationale, CV and look at your images. It can help to get opinions from those who know your work and others who are unfamiliar with it. If they have questions, you may need to clarify your writing.
- Use regular, clear and concise language in your writing. Use the most specific and detailed wording possible. An active direct voice is best. Use phrases like "I will..." rather than "I would like to...". Avoid repetition in your writing.
- Do not start written statements with a quote. Your voice is the most powerful one!
- Don't be discouraged if you're not selected. There is an average of 70 applicants per round. Many deserving artists are not selected for an exhibition.
- Get feedback! Art Gallery of Ballarat feedback is available by appointment. Take advantage of it, but don't stop there. Invite other artists, critics, and arts administrators to your studio. Take into consideration consistent comments and critiques to make your work and proposal stronger.
- Reapply!

PROPOSAL RESTRICTIONS

- All accepted proposals must meet the Victorian state guidelines and restrictions for electrical use.
- The Gallery houses a rich and diverse collection of artworks. Because of the fragile nature of our collection, proposals/artworks containing mould, dirt, spores, living flora and fauna will not be accepted.

EXHIBITION RATIONALE

- Your writing should be conceptually connected and relevant to your images. Avoid extraneous information. Make each sentence vivid enough to propel the concepts further in the mind of the reader. By the end of your writing, the reader should want to see your work!

- The proposal is a specific description of the exhibition you are proposing. What you state should make sense as a next step or direction in your work.
- Use regular, clear and concise language as you describe what you plan to do for this show. Be as accurate as possible about the artwork, how you plan to use the walls and/or space of the gallery, and what specifically the exhibition will be like. Spend some time imagining your work in the space. What will the audience encounter and how might they move through the gallery? Be as specific as you can, even if things evolve and change later.
- Avoid extraneous information. Make each sentence vivid enough to propel the concepts further in the mind of the reader. By the end of your writing, the panellists should want to see this exhibition come to life!
- Visit the Backspace Gallery in person, if possible, to see the space. Print out the gallery floor plan, and map out possibilities for your exhibition as you brainstorm.
- You may submit a floor plan drawing or other visualisations in your images to help the panel understand your proposal but understand this may be amended from discussions with Gallery staff.
- Given that you will have close to a year to prepare if given an exhibition, it is understood that your ideas and your work will likely evolve and develop. Despite that, give the panelists the best possible description you can at this time, of what you want to explore and create for the exhibition.

SUMMARY OF AIMS AND BENEFITS OF THE EXHIBITION

- The summary of aims and benefits of the exhibition should give an overall sense of your work and the concepts and questions that drive it. Tell the panel: What your artwork is, describe its visual (and/or other) qualities. Why is it important to make this work? In what direction is your work evolving? What is your inquiry---the questions you are asking, or that your artwork is asking? How do your ideas come together with the physical form of your work? What is your process? What is your connection to your work? Think of it as the WHAT, HOW, and WHY of your work.
- If possible, describe the direction your work is taking – what is motivating your next moves? Where are things headed in your work? What fuels your creativity? What is the trajectory of your art and your questions? Why?
- If possible, describe your reasons for wanting your work to be exhibited in the context of The Art Gallery of Ballarat. Why is this the right venue for your work? How would this exhibition take your work to the next step?

RESUME/CV

- In general, the resume should include the following headings where applicable: Education, Exhibition Activity, Awards/Grants/Fellowships, Residencies, Press, and other related artistic activities.
- Resumes should list your most recent activity first under each heading and then go back chronologically from there. Include complete information about past activities as an artist – i.e. the dates, venues, locations, and titles of each previous exhibition or activity.

IMAGES

- The images you select should make a direct connection to what is discussed in your rationale. The work samples should include strong, well-photographed artwork that set the stage for the direction of the work you are proposing.
- Ensure images are in focus, do not have distracting backgrounds and clearly show the artwork. Try and keep people out of the image. Only document one work per image.
- Think about the order in which you want panelists to view the images. What story are you conveying and how does that relate to your proposal? It can help to print small images of your work and play with the order ahead of time.
- You may submit a floor plan, diagram, or other visualisation of the proposed exhibition as part of your images. It is not required but can help the panelists see how you envision the exhibition at this phase of development.