

MHOS Conditions of Entry

1 ABOUT

Commencing in 2009, MHOS is an annual event, held for nine days at the end of October each year, where local artists across various mediums open their studios to the public. The event's vision is '*Building connections through art and creative spaces in the hills*' and serves as a platform for artists to showcase their work and engage with the community.

One of the oldest open studio events in Western Australia, it is self-funded, indicating a strong commitment and involvement from the artists themselves. MHOS believe that being artist-run contributes to the event's authenticity and dedication to the local art community.

Held in various locations throughout the Shire of Mundaring, spanning from Swan View to Wooroloo, the geographical spread helps involve a diverse range of communities and promotes art throughout the region.

The steady increase of artist members each year contributes to the development of Mundaring and surrounding areas into an art district, showcasing the transformative impact of the MHOS initiative on the local cultural landscape.

MHOS has played a leading role in supporting the development of local artists over the years. This positive impact of the initiative on the artistic community continues to be demonstrated as the number of artists transitioning from hobbyists to professionals increases each year.

Overall, the MHOS initiative has had a lasting impact on the local art scene, fostering community engagement, supporting artist development, and contributing to the cultural richness of the Shire of Mundaring.

2 KEY DATES

Main event:

MHOS Event: 19 – 27 October 2024

Other key dates:

Artist's Applications close:	3 June 2024
Advertisers Application close:	17 June 2024
Newbies meeting:	TBA
Artist's meeting:	TBA
Brochures Available:	1st August 2024
Insurance certificate submission:	1 October 2024
Feedback form to be submitted:	18 November 2024

3 ARTIST'S APPLICATION

We welcome emerging and accomplished visual artists of any genre who have a studio and reside in the Shire of Mundaring. Main artists do need to have their own studio.

We have found in the past that studios with more than one artist are more often frequented by the public. Guest artists will need to be a guest of someone else's studio. Artists can invite guest artists to collaborate at their studio and they can come from anywhere. We encourage main artists to invite well-known artists from around WA to encourage visitors to come to the event.

Each artist displaying work at a studio location needs to apply to be either the main artist or guest artist and pay the appropriate fee.

In addition, galleries can apply as an entity on a separate form. A gallery is defined as an entity that represents multiple artists on a commercial basis and is open to the public. Only the gallery may have an advert, not the artists they are exhibiting on behalf of.

The application form is on the website www.mundaringhillopenstudios.com and must be completed by 3 June 2024. Late entries will not be accepted. Please note that the page can time out so it is best to read over the entire form before you begin to fill it out.

MHOS retains the right to reject any application that it deems unsuitable.

If you have any queries, please email mhos@outlook.com.au, we will answer you as soon as possible.

4 OUR EXPECTATIONS

The aim of this event is to encourage and support artists in the Mundaring Hills region, and to foster public interest in those artists. Artists are reminded that respecting these aims, other artists and the public is a prerequisite for the acceptance of applications. It is expected that a spirit of co-operation and goodwill will be shown by all those participating so that the event will be successful and enjoyable for all.

The following are expectations of artists participating MHOS:

- There will be a debrief for new participants to bring them up to speed. It is compulsory for new artists to attend to ensure that they are well informed.
- Existing members are encouraged to attend the artist's general meeting even if it's only to get to know and liaise with the other artists.
- If you are able to offer any volunteering for tasks please indicate this on the application form. See Section 13
- Use the provided graphics (downloadable from website) for social media and advertise to your networks and beyond. See Section 5
- Engage with your local surrounding businesses to create collaborations to see how you can create joint promotions, etc., specific to your 'village'.

- Engage with fellow artists, share ideas and generally contribute to meetings regarding the event.
- During the event chat to your visitors, ask where they are from, how they heard about MHOS, etc. See Section 14

5 ARTIST INFORMATION

Each artist (main & guest) will have a bio and photo on 1/3 of a page in the brochure and their studio will be identified in the brochures' map. Artist's details will also be on our website with links to their social media and websites.

The following information is required to apply:

- Artist biography needs to have a word count of 90. Tips on writing biographies can be found at <https://www.artworkarchive.com/blog/how-to-write-an-appealing-artist-biography> or you can also view the examples of last year's artists on the MHOS web site www.mundaringhillsopenstudios.com, Facebook page and Instagram profile. Note: Your bio is important and needs to entice people to visit your studio.
- Contact details, including website, and social media links (if applicable)
- Images of your work are important to attract visitors.
 - Please ensure you photograph your work in bright light (natural light is best) and ensure you take the image, if a painting, front on so you do not skew the perspective. More info can be found in this link <https://www.aapgh.org/blog/photography-tips>
 - Two quality high resolution images (300dpi) of which one will feature in the brochure. Max size 5Mb
 - Please DO NOT crop your images for the brochure. This will be done by the graphic designer.
 - If you need to resize your image here is a link that could be helpful. [Free Image Resizer: Resize Photos Online | Adobe Express](#)
 - Up to 10 additional images for the website no more than 2.5 Mb each. Newer images can be provided throughout the year and can be emailed to Liz Berry at info@koredesign.com.au
 - Additional images required for the website will need to be emailed directly to Liz Berry at info@koredesign.com.au. These images can be 72dpi (suitable for the web). Please ensure the filenames have your full name then the title of the work e.g. Bob Ross Happy tree. N.B. The more quality images we receive the more choice we have for the cover design, of which you could be featured.

Other information that we can use to attract people to your studio is:

- Credit card payment facilities. It is highly recommended, if not essential, that you have facilities to take credit card payments, e.g. PayPal or Square. See Section 7
- If you have wheelchair access
- Details of any additional features of your property and studio, i.e. gardens, views, unique architecture or landscape formations. Visitor feedback from previous events have indicated that this can increase visitor numbers over the open studios period.

- Detail if you are interested in holding scheduled demonstrations in your studio, or if you'd like to hold any 'artist talks' during the event.
- Advise if toilet facilities are available. It is not compulsory to have toilet facilities available, however it is widely appreciated amongst visitors.
- Refreshments can be provided however they cannot be charged for due to Food Act 2008 (WA) regulations. A gold coin donation for charity can be requested.

6 STUDIO REQUIREMENTS

The average number of visitors per studio is approx. 500 over the period however numbers can reach as high as 2000, with more attending during the weekend than during the week.

Studios need to be set up in a professional manner as people expect to be able to see where you work as well as your art. It is important to note that visitors expect a far higher standard than a table in a carport.

Studios need to be open for both weekends. Weekdays are optional and can be by appointment. Studios must stay open for the advertised opening times i.e. 10am -5pm weekends and 10am-4pm weekdays if open.

You should make sure that you have sufficient parking facilities.

Assistance with wrapping and taking payment is highly advised.

It is important that you provided a safe environment for the public visiting your studio, especially with regards to hazardous materials, trip hazards, sharp equipment etc.

Please let your neighbours know of the event.

7 TAKING PAYMENTS

Most people expect to have some form of digital payment available. Please consider acquiring a Square reader or similar credit card facilities. Alternatively, most banks offer the option of setting up a Pay ID free of charge. More information available at this link.

<https://payid.com.au/>

8 FEES

The registration/membership fee is \$300 The application fee for each artist covers the cost of brochures, marketing and admin fees.

For new artists, there is a requirement to purchase a MHOS sign for your studio location and a minimum of 2 roster/directional signs to be placed around your area. This cost can differ year to year but is generally around \$220 for the main sign and \$35 for each roster sign.

Each studio also receives two free flags for your location and a tally counter so you are able to keep a tally of the number of visitors to your studio over the week, this helps with gaining data for our statistics.

9 CANCELLATION

Cancellations received prior to 3 June are refunded, cancellations received after this date will not be refunded.

In the case that your application to join the event is not successful, payment will be refunded in full.

Should the event be cancelled, then a refund of fees may be available based on the following:

- prior to 3 June 2024 - full refund
- after 3 June 2024 - part or no refund depending on expenditure incurred up to the cancellation date

10 PUBLIC LIABILITY

For your application to be successful, **you must have current Public Liability Insurance** that covers you and your studio throughout this event. All guest artists also need to have PLI. **Normal house insurance will not be sufficient.** If your current insurance will not be valid for the event, you must renew the insurance certificate and email it to julesart@iinet.net.au by 1 October.

PL insurance can be obtained from any insurer. Ones typically used by artists include; Artsource Max, Ausglass, Artshare, Artbug, Duck For Cover, NAVA.

Note you can purchase insurance policies in advance of the cover date e.g. Duck for Cover. If you currently have PLI then please submit your certificate even if not valid for the event so Julie can ensure the event will be covered.

11 COPYRIGHT

We just want to remind people about copyright laws with respect to using other art or photographs as references for your painting and artwork. Unless the images are specifically on "free to use" sites, you need to get permission to use them in your artwork. Here are a couple of useful information sites for your clarification.

<https://www.artslaw.com.au/legal/raw-law/what-is-copyright/>

<https://www.thesprucecrafts.com/may-i-make-a-painting-of-a-photograph-2573673>

Although this is up to the individual artist to comply with, as a group we need to make sure that we don't publish any images on the MHOS website, social media or brochure that may infringe copyright.

12 MARKETING

A brochure is produced every year and, together with posters and flyers, are used to advertise the event. Promotion of the event is via online events, radio, and newspapers etc., and this has resulted in having 4000 people visit the studios over the period.

Three months before the event we will share with you a few marketing tools to help you promote your presence at this year's event. As you prepare to showcase your masterpieces, it's crucial to understand that the key to a successful art trail isn't solely dependent on the core group promoting the event, but also on how you market your presence ahead of time. To give our visitors a better understanding on the value of promoting your presence at our event, we've listed some helpful tips and tricks in the Media and Information kit which will be available on the web site in due course.

13 VOLUNTEERS

A small team coordinates this event and we have a number of volunteers responsible for different areas. If you would like to help out during the event, please volunteer in the appropriate section on the application form.

14 FEEDBACK

Feedback is critical in helping us improve the event year on year.

Each artist is required to give the group feedback after the event via an online form. Info will include number of visitors per day, sales info and other key information. As mentioned in Section 8 each studio is provided with a tally counter to record the number of visitors. It is advisable to look at the feedback form before the event so that you know what info to collect.

Visitor completion of the online feedback form is incentivised as those who complete it go in the draw to win a prize. Please bring this to the attention of your visitors during the event. We will provide you with a poster and cards.

Feedback is also collected from the advertisers and the community.

Feedback to the core team prior to, during and after the event is appreciated, please email mhos@outlook.com.au