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**Frequently Asked Questions – FAQ’s**

**What is ArtOut?**

ArtOut is an artisans and vintage market auspiced by Edward River Council.

**Who can have an ArtOut Stall?**

Anyone over 18 years of age who makes and creates their own work can apply for an ArtOut stall. ArtOut is an opportunity for makers, creators, artists, and artisans to exhibit and sell their work from gazebos in an open-air market-style event.

ArtOut is aimed as an opportunity for creators to get their work out into the community, and for the customers to “meet the maker” in a relaxed atmosphere. We hope to provide an excellent promotional opportunity for regional makers, artists, artisans, and for our communities to become known as artistic destinations.

**What is VintageOut?**

As part of the ArtOut market we also provide space for stallholders wanting to sell quality vintage wares, such as retro kitchenalia, hat wear, vintage artworks, haberdashery.

**Where and When is ArtOut?**

Saturday 15th April 2017 from 9.00am to 2.00pm in the Waring Gardens, Cressy Street, Deniliquin, opposite the main CBD shopping precinct.

This is a grassed area, serviced by sand footpaths that will allow disabled access.

The area is scenic with landscaped lake and marble statues set in the leafy gardens.

**How do I apply for a stall at ArtOut?**

Obtain an application form:

* email [info@edwardriver.nsw.gov.au](mailto:info@edwardriver.nsw.gov.au)
* Phone Deniliquin Visitor Information Centre 1800 650 712

**When is my application due?**

Easter is busy, so the sooner the better!

ArtOut applications need to be received by Tuesday 4th April 2017.

Successful stallholder applications will be confirmed as soon as possible after receipt.

**Cost?**

Art or Vintage Stall: Fee is $25.00 (including GST) per 3m x 3m bare stall (on a grassed area) site.

Payment will be required by Friday 7th April 2017.

**Type of Work for ArtOut?**

ArtOut is a creators market, the aim is to promote high quality hand-made works that are:

* Original
* Individually hand-produced by the maker/artist/artisan stallholder
* Quality items - for example: visual art work, jewellery, sculpture, ceramics

**Can I share a stall with another artist?**

Yes. We are happy for you to share a stall with another maker/artist/artisan. Both exhibitors must complete an application form (to ensure terms and conditions are read and understood) and be approved by ArtOut organisers as a stall holder. Note on your application form the details of the person with whom you intend to share a stall.

**Do I need Insurance?**

The site is hosted by Edward River Council.

Individual artists may wish to have their own insurance.

Regional Arts NSW recommends Finsura. Further details at <http://regionalartsnsw.com.au/insurance/>

**When can I set up pack down my stall?**

Stall set up needs to be completed and ready to open for trading by 9.00am. Set up may commence from 7.30am. Pack down of your stall needs to be after the official closing time of 2:00pm, so that the market maintains a vibrant feel for the duration of the morning. Packdown should be completed by 3.00pm. These times have been negotiated with Edward River Council.

**How do I know where to set up my stall?**

ArtOut volunteers will direct you to the site of your stall.

You are required to set up and pack down your own stall.

**What if I do not have the items needed to create my stall?**

3m x 3m bare sites (grass) are provided.

Stallholders are required to provide all equipment for their stall.

If you are inexperienced in holding a stall, or have concerns about what equipment you may require, see the market stall tips web addresses below, or contact Jane Frazer at Deniliquin Visitor Information Centre to discuss.

You need to provide your own display equipment such as trestle table, display racks, chairs. Please note the Terms and Conditions on the application form - all stallholder equipment must be adequately secured to prevent injury to persons.

Make sure you have enough petty cash, carry bags for your customers purchases and other items to operate your commercial stall.

We are aiming to make ArtOut free of plastic bags, so recycled carry bags are preferred.

Ensure you keep your cash and valuables secure.

The event organisers will not be responsible for any losses.

**Are there powered sites?**

No. Electricity is not available at stall sites.

**Where can I park?**

It makes sense that you do not park your vehicle in Cressy Street for the entire morning, as this is the primary shopping precinct and will be the major way people gain access to your stall.

If you need someone to mind your stall prior to 9.00am so that you can move your car to nearby parking in Edwardes Street, we recommend you arrange with someone prior to the event or during setup.. We will help you where we can.

**What if I need to take a break staffing my stall?**

ArtOut gets pretty busy. If you need to leave your stall you should have someone who is responsible for your stall while you are away. It is recommended that you make arrangements prior to the event, or ask neighbouring stallholders who are usually happy to help.

Toilets are on-site in the Waring Gardens.

**What if it rains?**

ArtOut will go ahead. In the case of inclement weather, we will relocate ArtOut to the Deniliquin Town Hall, just one block along from the main shopping centre.

**Will there be food and drinks available?**

There will be coffee and refreshments available on site. Food is also available from local cafes and eateries located nearby in Cressy and Napier Streets. We encourage you to support our local businesses!

**Amenities?**

Public toilets are located on-site, beside the old church within the Waring Gardens.

Automatic Teller Machines for customers to obtain cash are located across the road in Cressy Street.

**How will Art Out be promoted?**

In 2017 ArtOut is one of the many Easter events in Deniliquin’s “Deni Arts & Culture Fest”.

Edward River Council will seek to promote the event as much as possible.

Promotion will include local newspapers, radio, social media, the Peppin Heritage Visitors Centre.

Cross-promotion on stallholder social media and websites would be welcome.

If you have any promotional material, business cards, upcoming events include those on your stall. Bring along any banners or signage - just ensure they are adequately secured.

**How should I set up my ArtOut stall and promote my work?**

Keep in mind that many potential customers will be visitors to the region, so you will need to put thought into your aim for the day, is it to showcase your work, or to make sales?

Having a display portfolio of your work may help if you wish to take commissions. To sell work on the day think about work that is portable, affordable, attractively displayed, unique and original.

At ArtOut we love upcycled, recycled, quirky. Promote your point of difference!

**How should I set up my Vintage wares and promote sales?**

Make your wares easily accessible by setting them out attractively on a trestle table, in a suitcase or providing a stable & secure clothing rack. Ensure your items are individually priced, and any equipment such as clothing rack, mannequin or mirror are stable and will not be an injury or tripping hazard.

**Market stall tips:**

<http://www.thefinderskeepers.com/blog/2011/03/top-10-tips-market-stalls/>

<http://madewithlovemarkets.com/stallholder-info/tips-for-stallholders/>

**Information Gazebo:**

On the day ArtOut organisers will have a central gazebo to assist visitors with questions, promote artistic events across the region, and maps to direct patrons to the other arts events in Deniliquin that weekend such as the Rotary Easter Art Exhibition. This information stall can also house brochures for other artistic groups or events if you have flyers you would like displayed.

**Further information:**

Email [info@edwardriver.nsw.gov.au](mailto:info@edwardriver.nsw.gov.au)

Telephone: Jane, at Deniliquin Visitor Information Centre: 1800 650 712 or 0358 983 120

Linda, ArtOut Volunteer: 0417 934 130

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