

Shot in the Heart of Australia

FACT SHEET 4

Sales Information

For use by Australian Association of Street Photographers Incorporated members.

Can I sell my images?

Yes.

All images exhibited in the *Shot in the Heart of Australia* exhibition are for sale, unless you specifically request that yours are not.

What is the process for sales?

All images in the exhibition will be labelled with the title of the image, the photographers name, and the price of the image, and an identification number.

There will also be a catalogue of images in the exhibition.

Potential buyers can enquire about purchasing an image with the *Shot in the Heart of Australia* representative at the exhibition. The buyer's details will be taken, and passed to the photographer to deal directly with the purchaser to arrange payment, and delivery of the purchased image. The purchaser will also have the opportunity to ask for a different sized image, framing, anything. It's up to the photographer what changes they would like to offer.

After the exhibition, all images will be displayed on the AASPI website, and any visitor to the site can inquire about purchasing an image. Again, AASPI will pass the purchasers details to the photographer to arrange the transaction.

What commission will I pay if my image is sold?

Nothing.

Neither AASPI nor Victorian Artists Society will take a commission on sales. You will receive 100% of the proceeds.

What about GST?

All pricing will be inclusive of GST. It is between you and the ATO how you manage this.

What price shall I ask?

You must not value your work too low. This devalues both your work, and the work of your fellow exhibitors.

You will have spent money on printing, framing, exhibition fees and your equipment. Your time is also of value, as well as the value of your artistic vision.

Here are guidelines on minimum pricing for a beginner, (print size, frame may be larger)

- For A4 images (8x12 inch, 20x30cm) then \$180 is the minimum to price.
- For A3 images (12x18 inch, 30x45cm) then \$250 is the minimum to price.

You may decide to price higher depending on quality/cost of materials, your establishment as an artist, or just because you want to. There is no upper limit.