



The Calico Cat Gallery
106 King William Road
Goodwood, SA, 5034

Who are we?

The 'we' is primarily made up of Michelle, who runs and curates the gallery. Michelle spent many years working in psychological research with a focus on various subject matters, keeping a keen interest in creativity and the workplace. Michelle acts as the director of the gallery voluntarily and finds the opportunity to support emerging SA-based artists intrinsically rewarding; she uses many of the mentoring and advocacy skills from her academic career in this role. In the meantime, Michelle is enrolled in the BVA at Adelaide Central School of Art to refine her artistic pursuits. The rest of the 'we' is made up of in-kind support from colleagues and peers in both business administration and the art world.

What is an emerging artist?

Some authorities consider an emerging artist to be under a certain age or affiliated with the word 'youth', which we do not believe in. People can begin pursuits at any stage of their life, regardless of their age.

The National Association for the Visual Arts states:

"An early-career artist, craftsperson or designer is in the initial stage of their professional career. Generally, they have reached a point beyond hobby activities they may be undertaking or have recently completed specialised training or study and are actively committed to professional practice. This may mean they are pursuing new and varied opportunities, dedicating time to making and developing work, showing or performing in exhibitions and at events, increasing public and industry awareness of their practice and reputation, seeking representation and beginning to develop networks and collaborate creatively. Paid work, such as commissions, project grants, performances, sales and exhibitions, is unlikely to be equivalent to full-time or continuous income" (2025).

While we support emerging artists of most ages, you must be over 18 to be eligible for representation. Our definition of an emerging artist is an artist who is just starting in their art career, and they could be in the first 5 to 10 years of their practice. They have yet to establish a reputation and do not typically have a considerable body of work or any significant exhibitions.

How do we support Emerging Artists?

We support emerging artists by providing a gallery and retail space to display and sell your work. We aim to create curated exhibitions of your work that are presented in a way that allows the visitor to imagine the work in their own space. While we leave all works up for the opening weekends of the exhibition, visitors (customers) do have the option to pay and take their purchase with them at other times – this is unlike some other galleries that hold on to the work for an extended period. As an



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emerging artist, we want you to succeed, so getting your work out to as many people as possible is ideal, and in some cases, this means leaning into the moment and instant gratification!

While optional, we can provide feedback on how the commercial space reacts to your work if you wish. For instance, if you provide several works and we continue to find that visitors are buying one type of your work, we can advise that it is commercially desirable. We can take feedback from visitors regarding pricing and provide that to you if it can improve the salability of your works.

Our goal is to support SA-based emerging artists and provide a platform and place for you to show your creations and develop further competency and confidence as a professional artist.

Our artists receive a contract stipulating the finer details, including the payment schedule.

Consignment/Commission/Fee

We work on a consignment/commission/fee basis (these terms are often used interchangeably). This means that we do not purchase your work. Rather, we sign a contract together, agreeing on pricing, and once it is sold, we take a percentage and then transfer the rest to you. For first-time exhibitors, we take 25% of the total sale price (excluding GST). This is a lower-than-average commission/fee.

Why do we do this?

Firstly, unlike more extensive galleries with established artists, we do not trade regularly. We run this gallery voluntarily, only taking a commission/fee to support the business's operation. Given the excellent location, we do get a good amount of foot traffic and interactions from locals. We are still learning the peak times of the precinct and have found Thursdays and Saturdays to be best. We will continue to experiment and monitor the ideal times to open. Nevertheless, every Monday we post our hours for the coming week on our social media.

Secondly, by taking a lower commission/fee, emerging artists can price their work at a desirable point to visitors who may be new to collecting art and interested in acquiring works by new artists.

You are responsible for seeking financial and tax advice for any income you generate from the sales.

Expectations

Because we sell art intended to evoke emotions and aesthetic pleasure in visitors, we have some expectations about the types of works we can show. Our gallery is visible to the public as they walk past the shop front, so we must consider that some artistic work will not be suitable for this space. We all agree that art is subjective, but the art must also resonate with us as curators and advocates of the work to effectively promote and sell it. Please understand if we do not accept your offer of work that this is not a negative on your behalf but that it may not suit the gallery, the King William Road precinct, or work within the curatorial goals that we have.



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If we agree on showing your work, we ask that you be communicative with us and deliver your work on time and in a condition that is ready to show and be sold. Visual arts such as paintings or drawings must be framed or mounted. The frames do not have to be professionally done, but the work must be in a state where it can be taken by customers and displayed immediately. If you decide to frame your work professionally, the agreed price will reflect this. If the work is textile or sculptural, we will discuss how best to display it.

Customer refunds can be issued on art if the framing or mounting is faulty or if ceramics stated to be waterproof or food-safe fail to be so. Please ensure your work is secure and accurately represented.

We ask that artists we show have social media accounts – especially Instagram - as this has been our primary mode of advertising. Our Instagram is growing organically – we check every follower to avoid bots. We also send out newsletters, and as we grow our customer base, we will continue to develop innovative advertising strategies for our gallery.

We take charge of the artwork and the administration once it is on show with us. Still, we have found that artists who share media posts from us or with us, offer to do demonstrations in the gallery, or offer to gallery sit have had better success in terms of sales, commissions, and a growth in followers or subscribers.

Each work must have the following specifications:

Title (all works must be titled for indexing and visitor engagement)

Year

Materials (ceramicists must state if their work is food-safe or waterproof - e.g., if a plate or a vase)

Dimensions (not necessary for ceramics)

Description (optional)

Price (when considering your price, include the GST and the 25% gallery commission/fee)

We ask each client to provide an artist statement. See below for further information on this.

Artist Statement

***“An artist statement is an introduction to your work. It is an overview of your practice or a specific body of work that discusses the influences behind and why you created the work.”
(Guildhouse, 2025).***



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We ask that you provide an artist statement to show and sell your work in The Calico Cat Gallery. Some artists may have one, but with our focus on supporting emerging artists, it is best to provide you with the information we are after so it can be written in the format we seek. The statement is essential in elevating your practice as an artist and communicating with people interested in your work.

We ask that there be two parts to your artist statement:

Part 1. A short, simple explanation of your current works exhibited in the gallery (up to 80 words); and

Part 2. A clear, straightforward description of your practice as an artist, including some biography details (up to 400 words)

The first part will be printed on foam board and placed alongside your works; hence, we request a short statement. Remember, the individual works will have their own labels. We print all the labels.

The second part will be printed by us on paper and available to gallery visitors along with the first part.

You may wish to include a photo of yourself or some of your works. In terms of biography, this may help connect visitors to your work and create interest as an emerging artist. Your artist statement can be simple or creative; however, it must be a maximum A4 size for printing purposes and single-sided.

Your details should be provided on the artist statement, including any contact details and any other information you are willing to share publicly. You may wish to provide a QR code—however, not all visitors will be willing or able to use this, so it is best to consider it a complement to the overall artist statement.

Guildhouse shares a toolkit that is often updated. Check out their advice on how to write an artist statement: <https://guildhouse.org.au/artist-toolkits/artist-statements/>

Arts Hub shares a guide on how to write an artist statement without the “art-wank” that might be of interest to you: www.artshub.com.au/news/career-advice/how-to-write-an-art-wank-free-artist-statement-255551-2359233/

You can contact us at The Calico Cat Gallery via Instagram or Email.

We prefer email for ease of keeping track of communications and attachments.

Web: www.thecalicocatgallery.com

Email: contact@thecalicocatgallery.com

Instagram: [@the_calico_cat_gallery](https://www.instagram.com/the_calico_cat_gallery)