



**BALLARAT INTERNATIONAL FOTO BIENNALE**

**SEPTEMBER 4 to OCTOBER 4 2009**

**FRINGE VENUE KIT**





## **BIFB'09 Venue registration**

To be part of The 2009 Ballarat International Foto Biennale, we ask that venues undertake to comply with certain conditions. These conditions are not meant to be prohibitive, but to provide BIFB participants and audiences with an enjoyable experience that is consistent across the festival. We want our audience to go away from BIFB with positive feelings because those happy punters will spread the word and bring even bigger crowds – along with their economic benefits to businesses and stakeholders within Ballarat and the surrounding districts.

As a BIFB'09 venue we expect that you will assign a specific amount of wall space to hang a BIFB'09 exhibition in such a way that will show that exhibition in the best possible light, and as a cohesive entity rather than some ad hoc arrangement in amongst existing retail items and/or decor.

Where possible we expect that BIFB'09 exhibitions will be sufficiently well lit to enable comfortable viewing. We encourage the installation of lighting specific to the area you have allocated as exhibition space [a relatively inexpensive task with low voltage lighting] and some form of hanging system [once again - relatively inexpensive process by installation of a simple picture rail] We are more than happy to act as consultants for this process.

Most photographers who exhibit at BIFB'09 will be offering their works for sale. Historically, photography in Australia has not attracted the same sales credibility as other visual media, but we hope that festivals such as BIFB and Foto Freo will help to redress the balance. Most photographers would expect the venue to take a commission on any sales. This commission is negotiable between yourself and your photographer/s. May we suggest that sales commission of somewhere between 10% and 30% to be a reasonable one.

If you are a gallery, or a venue which already shows visual art as part of it's retail mix you will have already set a commission rate which is consistent with both you and your artists making a reasonable profit on a sales price that is not beyond the reach of your clientele.

We do ask, if you plan to charge an admission fee to your venue, that BIFB'09 members, participating artists and season ticket holders and volunteers showing their badges are admitted free, and any other normal concession card holders are admitted at a discount [we expect our supporter base will number around 350 by the time BIFB'09 rolls around]

We supply a standard BIFB memorandum of understanding between you and your artist/s setting out all the relevant details of BIFB'09, including commission, sales procedures, bump in and out of show, and who is responsible for various facets and logistics connected with exhibitions and events in your venue

We do not wish to tell you what hours you can open your business to the public. We are more than happy to work within your existing hours of business [think ahead to September 2009 if your winter hours are different to your summer hours] What we do ask is that you honour those hours of business. We had a few cases during DFB'07 where venues were listed as being open on certain days between certain hours, but when visitors arrived to see a show they found the venue closed.

Both DFB'05 and DFB'07 have shown that there is a huge audience out there, from across an extremely broad demographic, hungry to view works from all photographic genres. We estimate that DFB'07 attracted an audience in excess of 20,000 visitors to Daylesford. With the move of the Core Program to Ballarat we expect to double that audience in 2009.

How many of that audience pass through your door is dependent on the quality of the exhibition you host, the accessibility of your venue and it's visibility as being part of BIFB'09.

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**BALLARAT INTERNATIONAL FOTO BIENNALE**  
**September 4th to October 4th 2009**

**VENUE SURVEYS**

Initial venue survey is so that we can ascertain who is interested in making their premises available for a BIFB 09 Fringe Program exhibition.

Participation in the Fringe Program is by agreement between venue and artist – not the BIFB and artist. We are happy to recommend shows that we think will suit a particular space, or alternatively, venues are welcome to find their own shows.

Participation is by payment of a registration fee to the BIFB, which will generally be met by the artist. This fee partly covers the cost of venue signage and listing in the program and on the website. There is no cost to venues, although we do expect venues to conform to the following:

- make available a dedicated wall space to an exhibition rather than having pictures hang amongst general retail mix
- Have their own public liability insurance
- open for a minimum of 25 hours per week over the festival period. [we are happy to have venues open for their normal trading hours]
- adhere to the BIFB Risk assessment policy
- display signage [supplied by BIFB] so our audience know there is a BIFB show at the venue.
- insurance of exhibition against theft or damage is the responsibility of artist
- artists will have to sign a standard agreement with their venue
- if your venue has an admission charge, that charge is waived for BIFB members, volunteers and season ticket holders on production of their official card.
- venues will have to sign a standard agreement with the BIFB and provide copy of their public liability insurance. The agreements are not meant to be onerous, but merely setting down expected codes of participation in writing so there are no misunderstandings regarding participation in BIFB09

To include you on our available venue list we need you to fill in a survey form, which asks for details such as:

- name of Venue
- physical address of venue
- name of person authorised to negotiate use of space
- contact details – telephone, mobile and email
- approximate linear metres of wall hanging space available for exhibition
- any restrictions as to content of images

We will need to photograph both exterior and interior of venue to go on the web site, along with contact details so potential BIFB 09 Fringe exhibitors can get an idea of the space before approaching the venue to negotiate the use of same

If the venue would like to donate \$55 to the BIFB your support will be acknowledged in the program, catalogue and on the website as a local business supporter. If you don't want to host a show we are still happy to have you on board as a supporter.

*What's in it for you?*

Lot's of traffic through your doors [the amount of course will depend on a variety of factors, including the quality of your exhibition, the hours that you are open, how easy you are for the audience to locate, your proximity to other BIFB exhibitions etc] but we expect to attract an audience of in excess of 40,000 visitors over the festival month.

There is also the potential for commission on sales – once again dependent on the desirability of exhibition images, the status of the artist and price point of the work.

All venues receive an A4 BIFB 09 supporter certificate.

*If you have any other concerns or queries, or would just like some more details, please call the office on 5331 4833*



**BALLARAT INTERNATIONAL FOTO BIENNALE Sept 4 – Oct 4 2009**  
**VENUE / EXHIBITOR / EVENT AGREEMENT**

Between **Venue** .....

Contact details:

address.....  
 telephone..... mobile.....  
 email.....contact person.....

**Exhibitor or event** .....

Contact details:

address.....  
 telephone..... mobile.....  
 email.....contact person.....

Event **opening** date ..... Bump in date.....between .....

Event **closing** date ..... Bump out date.....between .....

responsibility for preparing venue for event	event	venue	shared	other
responsibility for hanging of event	event	venue	shared	other
responsibility for manning of event	event	venue	shared	other
responsibility for official opening of event	event	venue	shared	other
responsibility for food and beverage at official opening of event	event	venue	shared	other
responsibility for bumping out of event	event	venue	shared	other
responsibility of restoring venue to original condition	event	venue	shared	other
responsibility for insurance of works against theft or damage	event	venue	shared	other
charge for use of space for duration of event	no charge	\$.....	inc GST	
agreed commission on sale of works and or merchandise	none	10%	20%	25% 30% .....
management of sales	event	venue		
payment to artist if sales managed by venue	.....	days from close of BIFB09		
display of 3rd party signage	allowed	not allowed	negotiable	
hours of opening of event:				
Monday	.....	to.....		
Tuesday	.....	to.....		
Wednesday	.....	to.....		
Thursday	.....	to.....		
Friday	.....	to.....		
Saturday	.....	to.....		
Sunday	.....	to.....		

other conditions of use.....  
 .....  
 .....

*This is not a legal document. It's purpose is to give the venue, the exhibitor /s or event, and the Daylesford Foto Biennale a list of agreed responsibilities for participation in BIFB 09. If insufficient space to note all conditions, attach another sheet. Please complete, duplicate and circulate so that event, venue and BIFB each have a copy.*



**RISK MANAGEMENT PLAN – BALLARAT INTERNATIONAL FOTO BIENNALE  
Sept 4 – Oct 4 2009**

**Risk Management Defined**

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The Australian Standard's definition of a risk management is:

*Risk Management is the term applied to a logical and systematic method of establishing the context, identifying, analyzing, evaluating, treating, monitoring and communicating risks associated with any activity, function or process in a way that will enable organizations to minimize losses and maximize opportunities.*

*Risk Management is as much about identifying opportunities as avoiding or mitigating losses. Identifying opportunities is extremely important as it provides the platform for creativity in a more successful Biennale than otherwise would be prepared for.*

**Risk Identification**

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Methods for identifying risk are:

- Meeting with stakeholders
- Employing risk management experts (questionable as we do not have the funds for such)
- Raising the issue at committee and volunteer meetings
- Through local council and police
- Asking emergency service suppliers

Brainstorming is the best method to identify risk, and the meeting can apply itself to the whole event or parts of it.

**Tools to identifying risks**

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The basic tool used in risk identification and analysis is the work breakdown structure. Basically it is breaking down the work needed to create and manage an event into separated manageable units. Each unit has its resource requirements such as equipment and skills. A chart can be used to identify the risks associated with each unit. For example an area of event management that requires special skill and resources is **promotion**. There are certain unique risks associated with promoting the event. This structure also provides in finding who will own the risk i.e. who or what department is responsible for the management of that risk.

The event manager is looking at what might cause a problem later on and what are undesirable and what could be their cause. In other words :

Cause to effect: what is the outcome of possible causes?  
Eg. A badly drawn map can cause confusion for the attendees

Effect to cause; what is the worst result and what is their possible cause.  
Eg. A terrible result may be sponsor dissatisfaction and so the event manager investigates what might cause this.

**Fault Tree**

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One method for the 'effect to cause' identification is to construct a Fault tree. This starts by deciding on a bad outcome such as the event losing money and working through the various areas of the event to identify possible causes. The diagram following illustrates an outline of possible causes of the lack of attendance..

Fault Tree - Lack of attendance

Promotion	Theme/content	Operations/Staging	Environmental
Negative publicity	Unsuitable artists	No parking/transport	Bad weather
Incorrectly targeted promotion	Wrong combination of artists	Site/venue not obvious	Economic decline

Unsuitable press contacts	Entrance way not enticing	Site has undesirable event history	Other events at same time for that audience
Incorrect timing of press releases	Site not enticing	Tickets difficult to obtain	Local authorities place last minute restrictions
Area swamped by other festival promotion	Seminars not attractive to target audience	Entrance fee too expensive or cheap	Traffic congestion
Wrong Staff/volunteers talking to the press	Incompetent event designer	Queues too long	Sickness outbreak
		Entrance difficult to find	

This tree can expand to other areas of the event - for example event administration. Also each of the branches (boxes) can further expand. For example, 'Entrance difficult to find' can branch into:

- Lack of signage
- Unreadable signage
- Entrance away obscured

Such a process helps the event manager and staff identify 'trigger' events. These are actions or lack of actions that indicate a future problem.

The committee needs to work together with the relevant stakeholders etc as above to prepare more of these fault trees to identify risk.

### Documenting

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At the various meetings with the stakeholders it is important to document the risks.

A risk analysis sheet (Attachment A) would provide relevant and sufficient information obtained from the risk analysis and potential outcomes etc.

Likelihood and consequence rating could be rated as follows:

Level	Descriptor	Description
A	Almost certain	Event is expected to occur in most circumstances
B	Likely	Event will probably occur in most circumstances
C	Moderate	Event should occur at some time
D	Unlikely	Event could occur at some time
E	Rare	Event may occur only in exceptional circumstances

### Risks in combination

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## EVENT RISK ANALYSIS - DAYLESFORD FOTO BIENNALE

	Identify	Likelihood rating	Consequence rating	Contingency plan	Responsibility	Action/Response	When
External Risks - Location - Economic - environment - Weather - Competitors							

Administration							
Financial							
Marketing & PR							
Information flow							
Health and Safety							
Security							
Crowd management							
Arrival/departure							
Site/Venue							

Once the risks have been identified, it is important to look at how they may work together. Each risk individually may be able to be managed, however in combination they may require a different strategy. For example the effect of a major change in ticketing policy may be manageable. However this change combined with the withdrawal of a major sponsor may be a catastrophe. This was illustrated with the 'ticketing fiasco' at the Sydney Olympics

### **Contingency plan**

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An outcome of the risk analysis process may be an integrated plan of action in response to a major problem. The plan would contain responsibilities, chain of command and procedures to minimise or contain the impact.

### **EMERGENCY NUMBERS**

Police **000** Fire **000** Ambulance **000** SES **13 25 00**

#### **Local Police Stations**

Ballarat 5336 6000

Buninyong 5341 3431

Clunes 5345 3211

Creswick 5345 2220

Daylesford 5348 2342

Trentham 5424 1402

#### **Other**

Powercor 13 24 12

BIFB office 5331 4833

Festival Director mobile 0437 853 129



**BALLARAT INTERNATIONAL FOTO BIENNALE SEPT 4 – OCT 4 2009**

**FRINGE VENUE REGISTRATION FORM**

Venue name .....

Type of venue .....

Address .....

.....

Contact person .....

Telephone ..... Mobile .....

Email .....

Signed .....

Date .....

*Thank you for becoming part of the Ballarat International Foto Biennale 2009 Fringe Exhibiton Program. We appreciate your support in helping to establish the BIFB as the most important photographic event in Australia, and hope that your BIFB'09 experience is a positive one. We are always interested on ways that we can improve the event experience for our audience, our artists and our supporters, and welcome any feedback you may care to offer that will help to grow the quality and impact of the festival.*

*office use only*

Copy of certificate of currency Public Liability Insurance supplied

Venue risk assessment issues addressed

Venue OHS issues addressed

Venue info completed Outstanding

Venue photographed

Supporter certificate sent

Map location checked

Fringe exhibition/s confirmed

Exhibition signage issued

'A' frame issued

Official Programs supplied



**Venue name**

**contact person**

**venue address**

**telephone**

**mobile**

**email**

**FRINGE FESTIVAL  
LOCATION**

Ballarat  
 Daylesford  
 Creswick  
 Clunes  
 Trentham  
 Smeaton  
 Other

**VENUE TYPE**

retail  
 commercial  
 community  
 institutional

**VENUE DESCRIPTION**

café  
 restaurant  
 gallery  
 hall  
 other retail  
 hotel  
 cellar door  
 accommodation  
 factory  
 warehouse  
 other

**OPENING DAYS**

**4/9/09 – 4/10/09**

mon  
 Tuesday  
 weds  
 Thursday  
 fri  
 sat  
 sun  
 holidays  
 variable  
 negotiable

**LINEAR METRES  
HANGING SPACE**

5  
 10  
 15  
 20  
 25  
 30  
 30+

**AVAILABLE  
LIGHTING**

gallery style  
 excellent available  
 good available  
 average available  
 poor

**HANGING SYSTEM**

gallery style  
 picture rail  
 picture hooks  
 adhesive tape  
 none

**PREFERRED STYLE  
OF EXHIBITION**

photo documentary  
 photo art  
 landscape/nature  
 figurative /portraiture  
 no preference

**PREFER WORK BY**

established artist  
 emerging artist  
 student  
 local  
 amateur  
 no preference

**PREFER TYPE OF  
SHOW**

solo artist  
 group show  
 community show  
 no preference

**FINDING A SHOW**

BIFB to recommend  
 like to curate own show

**CHARGE FOR USE OF  
SPACE FOR FESTIVAL  
PERIOD**

no charge  
 \$  
 negotiable

**COMMISSION ON  
SALES**

none  
 10%  
 20%  
 25%  
 30%  
 40%

**MANNING OF VENUE**

by artist  
 by venue  
 negotiable

**INSTALLATION AND  
DE-INSTALL**

by artist  
 by venue  
 shared

**LAUNCH, INVITES,  
ETC RESPONSIBILITY**

artist  
 venue  
 shared

**THIRD PARTY  
[sponsor] SIGNAGE**

allowed  
 not allowed  
 negotiable

**ACCESS**

disabled access  
 disabled toilets  
 car parking

*thank you for taking the time to complete this form. If there is not enough space for your responses either attach additional info or call the office on 5331 4833. We will supply you with a standard BIFB artist/venue agreement and a risk assessment evaluation sheet. All BIFB venues are required to have public liability insurance for the duration of the Festival*