



Policy Sale of Art and Commission

Endorsed by:	Chief Executive Officer	Document Owner:	Business Manager
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Section 1: Preamble

This policy and procedure sets out the requirement to be followed when artwork produced by participants of Goulburn Options, is sold to individuals, corporations, internally, and within the wider community.

Section 2: Policy Statement

All Goulburn Options participants have the opportunity to sell their artwork through a variety of avenues, with funds generated being managed in a standardised manner.

2.1 Application

Where possible, the price of the artwork will be determined between the participants and the Goulburn Options Arts Coordinator.

Individually commissioned pieces:

- 100% of sale paid to the participant

Non-commissioned pieces:

- 90% of sale paid to the participant
- 10% of sale retained by Goulburn Options

Pieces created at GO, but sold externally (e.g. external art show, privately)

- 100% of sale paid to participant

The income allocated to Goulburn Options is used for:

- GO Art Exhibition costs – displays, floor space etc.
- Art Studio space – wall space, lighting etc.
- Equipment above the usual program equipment – bubble wrap machine, display pillars etc.
- Employee training specific to art
- Printed promotional material
- Development and maintenance of GO website and/or social media that supports the program
- Administration costs associated with the sale of artworks

2.2 Payment of Artwork

Direct Deposit

When a purchase or commitment to purchase is made, all contact details of the buyer, the name of the participant, the name of the artwork, and the price of the artwork are to be provided to the Finance Officer (including any postage costs).

The Finance Officer will raise an invoice for the art and send it to the buyer.

Payment can be made directly via credit card, or via direct deposit. For all direct deposits, the reference identification will be the invoice number.

Payment to the participant is completed at the end of each month, once the commission has been deducted.

EFTPOS

When a purchase is made in person, the customer pays via EFTPOS on the Square Machine. The name of the participant the name of the artwork, and the price of the artwork are input into the Square Machine as part of the purchase.

The Finance Officer will raise an invoice for the art post payment for accounting purposes but will not forward to the buyer.

Payment to the artist is completed at the end of each month, once the commission has been deducted.

Mini Artwork Subscription Payments

Each month, the GO Art program will deliver mini artworks to specified businesses who have a contract with Goulburn Options for the supply of these artworks. Details of these scheduled deliveries will be provided to the Finance Officer.

The Finance Officer will raise an invoice for the art and send it to the subscriber. Preferred payment options are direct deposit or EFTPOS. For all direct deposits, the reference identification will be the invoice number.

All cash payments received are to be forwarded to the Finance Officer for receipting.

2.3 Permission to Sell or Use Artwork for Goulburn Options

The following process ensures clear communication, informed consent, and transparent documentation when using Goulburn Options' artists artwork for marketing or fundraising purposes. This process applies to Goulburn Options participants and their family members/nominees.

Initial Discussion

Begin with an accessible and supportive conversation with the Goulburn Options artist and their family member/nominee. Provide a clear explanation of:

- How the artwork will be used (e.g., for fundraising, marketing or promotion)
- The intended purpose and benefits of the use, including how proceeds or exposure will support the Goulburn Options artist, art program, or Goulburn Options initiatives

Consent for Each Usage Instance

Consent must be obtained for each specific use of the artwork, ensuring the Goulburn Options participant and nominee fully understand:

- The medium (Digital - online platforms, reproduced copies on merchandise etc.)
- The intended audience (internal GO, externally in Community for GO or externally managed Businesses)
- The timeframe or duration of use
- Confirm that consent is voluntary and can be withdrawn at any time

Documenting Consent in the Permission Register

A Permission Register will be maintained to record the following details:

- Name of the Goulburn Options artist and nominee/family member (if applicable)
- Description of the artwork
- Noting the medium, the intended audience and timeframe/ duration of use (eg Merchandise such as calendars or cards)
- Date consent was given and signatures or equivalent acknowledgement (e.g., verbal consent and who consent was given to)
- Date consent was withdrawn (if applicable)

Ongoing Communication

Provide regular updates to the Goulburn Options participant and their nominee about the project that includes the artwork's usage outcomes. Offer regular opportunities to review or update consent preferences.

Safeguarding Rights and Respect

Ensure that all artworks are used respectfully and in alignment with the agreed terms. If proceeds are generated, ensure they are directed transparently towards the outlined purpose.

2.4 Exclusions

Any additional arrangements outside of this policy will be made individually on a case-by-case basis with the participants themselves.

Section 3: Roles

Role	Responsibilities and Accountabilities
Business Manager	<ul style="list-style-type: none"> • Development of content and implementation of this policy • Review and amendments in line with quality framework
Team Leaders	<ul style="list-style-type: none"> • Support education and implementation of this policy with participants, families, carers and employees
Administration	<ul style="list-style-type: none"> • Implementation of policy as outlined
Disability Support Workers	<ul style="list-style-type: none"> • Compliance with the policy as outlined

Section 4: Related Documentation

Document Name	Document Type
Proof of purchase	Invoice
Permission Register	Register
Permission to sell or use artwork consent	Form
Individual Fees and Charges	Policy

Section 5: Definitions

Term	Definition
Artwork	Illustrations, paintings, drawings or other artistic works
Participant	A person who attends Goulburn Options to receive supports and who creates artwork
Individually Commissioned	Artist has been approached to complete a special piece of work
Non-commissioned	Artwork that has been created by the artist and 'for sale'

Date of Last Review:	February 2025	Date of Next Review:	February 2027
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