

Expressions of Interest (EOI) Exhibition Program

Woollahra Gallery at Redleaf Application and Exhibition Guidelines

December 2026 – September 2027



Woollahra Gallery at Redleaf

Acknowledgement of Country

Woollahra Gallery at Redleaf acknowledges the Gadigal and Birrabirragal people, the Traditional Custodians of the land. We pay our respects to Elders past and present and acknowledge their enduring connections to Country.

Cover: Oscar Nimmo, *I Stand In The Present Moment and Look Forward* (2025), Photo by Jessica Maurer





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1. Introduction

1.1 About Woollahra Gallery at Redleaf

Established in November 2021, Woollahra Gallery at Redleaf is Woollahra Municipal Council's flagship cultural venue and collaborative hub where the local, creative and wider community is encouraged to engage with the arts. Housed in a heritage building with a rich civic history, the Gallery reflects Council's vision to be the cultural heart of the LGA, delivering a vibrant and diverse annual program that supports Artistic practice, community interaction, advances cultural development, and broadens public access to contemporary visual art.

The program comprises Council-produced prizes (including the internationally recognised Woollahra Small Sculpture Prize and the Youth Photographic Award and Short Film Prize), Gallery curated exhibitions, and Artist-led projects developed through an annual Expression of Interest (EOI), with a focus on presenting exhibitions of local, national and international significance.

Complementing the exhibition program is a year-round schedule of public programs, including Artist talks, workshops, educational activities and events alongside the Gallery's Artist in Residence Program.

Woollahra Gallery at Redleaf is committed to supporting local creatives, youth, First Nations organisations and individuals, as well as creatives with diverse access needs, fostering greater representation and inclusion across our program.

The Gallery's annual program is developed, selected and presented through a transparent and strategic framework, aligned with Council objectives and best-practice standards as outlined in the [Arts and Cultural Strategy 2024–2028](#) and in the [Woollahra Gallery at Redleaf Exhibition Policy](#). Applicants are encouraged to review these documents prior to submitting an application.

1.2 About the Gallery Team

The Gallery is managed by a small team of staff with support from dedicated volunteers. The Gallery Team develops and delivers the annual program at Woollahra Gallery at Redleaf, which includes eight EOI Exhibition opportunities per year.

For any inquiries please contact:

Woollahra Gallery at Redleaf
548 New South Head Road
Double Bay NSW 2028
gallery@woollahra.nsw.gov.au
02 9184 1016
woollahragallery.com.au

2. Application Guidelines

2.1 Application Overview

The Woollahra Gallery at Redleaf EOI Exhibition Program is an opportunity for Artists, Curators, Collectives and Organisations to submit a proposal to be included in Woollahra Gallery at Redleaf's annual exhibition program.

For the 2026–27 season, there are eight exhibition opportunities available. Successful applicants will be offered use of the gallery space for a duration of 5 weeks (please refer to Gallery 4 Floorplan on [page 7](#) for layout specifications).

To support the professional execution and production of the exhibition, each successful proposal will receive:

- \$800 exhibition fee
- A fully subsidised five-week exhibition
- Access to Woollahra Gallery at Redleaf's equipment and resources
- Marketing and communications support, including professional documentation
- An opening night event
- Support to deliver public programs

Photo: Martin Sharp in *PLAYERS* and Yanti Peng in *Public Eye* (2026).
Photo by Felicity Cook





2.2 2026 – 27 Exhibition Periods:

2 December 2026 – 10 January 2027
(including a 1-week extension for Christmas closure)

13 January – 14 February 2027

17 February – 21 March 2027

24 March – 25 April 2027
(including a 1-week extension for Easter closure)

28 April – 30 May 2027

2 June – 4 July 2027

7 July – 8 August

11 August – 12 September 2027
(Youth identified position 18-24 years old)

**Expressions of Interest close
6 September 2026, 12.00am (AEST)
and the successful and unsuccessful applicants
will be notified by 28 September 2026.**

2.3 Eligibility

The Exhibition Program is open to individual Artists, creatives and curators, as well as collectives, community groups and organisations. Woollahra Gallery at Redleaf welcomes exhibition proposals across all Artistic mediums from practitioners at all career stages. Applicants must be aged 18 years or over and have the legal right to live and work in Australia. Proposals may include the work of Artists under the age of 18, provided the application is submitted and managed by an eligible applicant.

Successful applicants will be required to enter into an Exhibition Agreement with Woollahra Municipal Council, outlining the responsibilities and expectations of the Artist, the Gallery and Council. A copy of the Exhibition Agreement is available upon request.

For the identified Youth Exhibition opportunity, applicants must be between 18 and 24 years of age at the time of application.

2.4 Selection Process & Criteria

Exhibition proposals will be evaluated by the Gallery Team and an external assessor. All applications will be assessed in accordance with the following criteria:

- Quality of the application and the Artistic merit of the proposed work.
- Originality of works and associated media.
- Suitability to the exhibition space.
- Relevance to contemporary art and/or the local community.
- Potential to contribute to the Gallery's public programs.
- Historical or educational significance, where applicable.
- Suitability for visitors of all ages and backgrounds.
- Meeting all requirements outlined in this document.





2.5 How to Apply:

Applicants are required to complete an online application form via [Woollahra Gallery at Redleaf EOI Exhibition Program](#). All applications must include:

Proposal - A coherent exhibition proposal providing a clear description of the exhibition concept, a physical description of the exhibition, and the proposed outcomes and relevance to contemporary art practice and/or the Woollahra community.

CV - A one-paragraph biography of the applicant and any collaborators providing an overview of their practice and an outline of their exhibition history, publications and any relevant qualifications.

Supporting Documentation

- 8-10 high-resolution images labelled with the Artist's name, artwork title, and year of completion.
- Online links to video or sound-based artworks, if applicable.
- Outlines for potential public programs to complement the exhibition. These could include panel discussions, workshops, film screenings, performances or other related activities. (Please refer to the [Woollahra Arts and Culture Strategy and Action Plan 2024-2028](#) for further information on Council's goals)
- Preferred period/s for exhibition (noting that the August –September exhibition period is reserved for applicants aged between 18-24 years).

2.6 Submission Recommendations:

- Familiarise yourself with the space: Visit the gallery and/or review previous exhibitions to understand the context and spatial considerations.
- Familiarise yourself with the [Woollahra Gallery at Redleaf Exhibition Policy](#) and the [Woollahra Arts and Culture Strategy and Action Plan 2024-2028](#).
- Be concise: Write clearly and stay within the word limits.
- Review your work: Proofread your application or have someone else check it for errors.
- Scale appropriately: Ensure your exhibition is designed to suit the dimensions of the gallery.

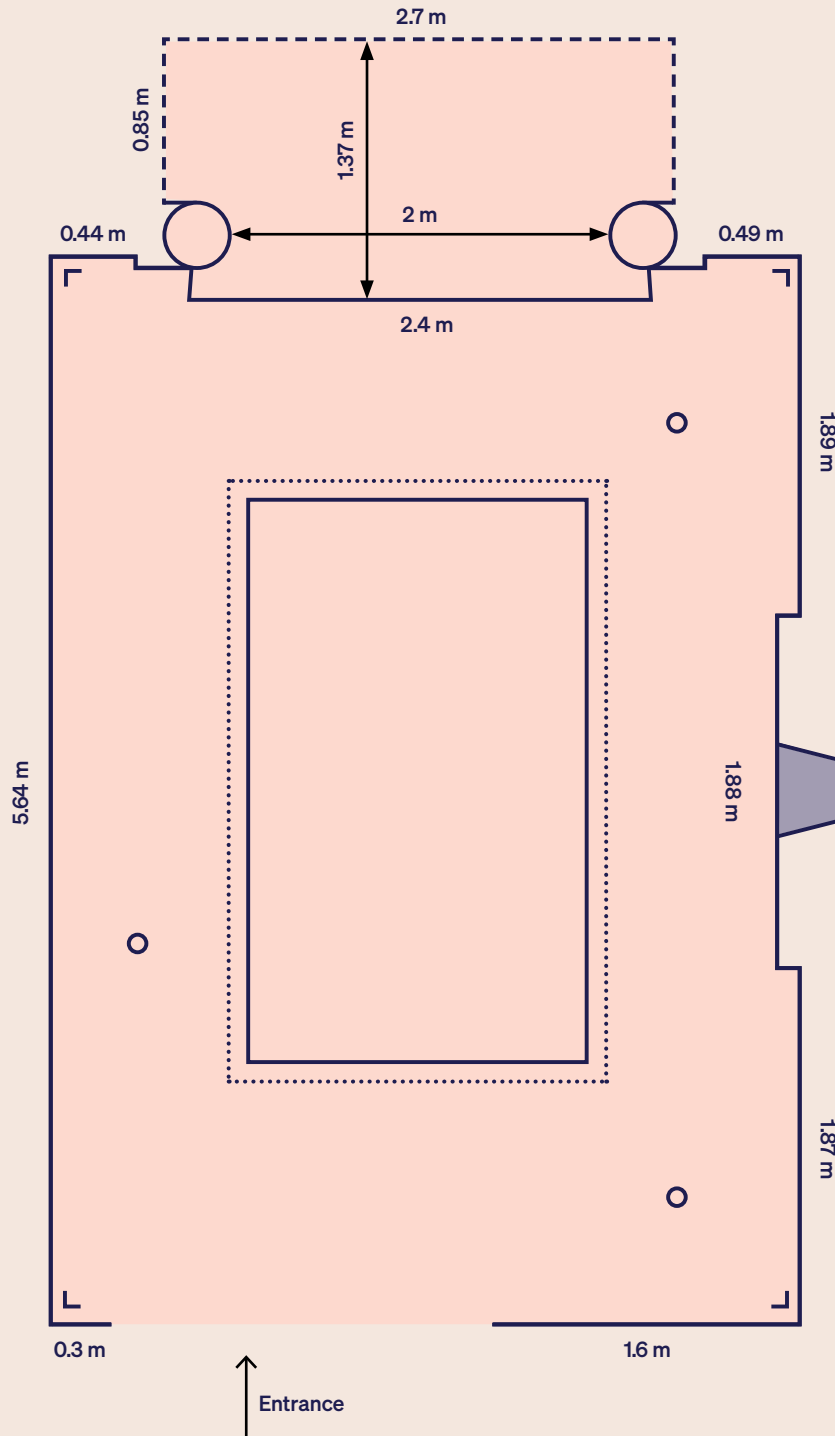
Photo: Madisyn Zabel, *Axis*, 2025.
Photo by Jessica Maurer. (Gallery 4)



Floor Plan

Gallery 4

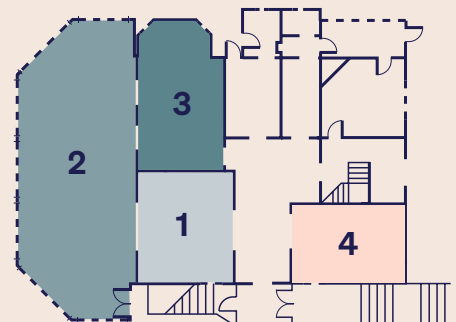
Ceiling height 3.2m



- Powerpoint
- Window
- ⋯ ERCO Track
- Hanging system
- ▤ Raised floor
- ▤ Fireplace

2.7 Gallery Site Plan - Exhibition spaces 1-4

A SketchUp model of the gallery is available on request.



3. Exhibition Guidelines



Photo: Jacquie Meng, 7 Crash Out Devotions, 2026.
Photo by Jessica Maure (Gallery 4)



3.1 Publicity

The biography, statements, exhibition descriptions, and images supplied by the Artist in their application may be used by the Gallery to promote the exhibition on the Gallery's social media, website, printed materials, and other official Woollahra Municipal Council channels. Artists are required to sign a non-exclusive, non-commercial copyright agreement in line with this.

Artists may also be required to participate in publicity activities related to their exhibition organised by the Gallery and Council and provide images and give interviews to promote the program. The Artist retains copyright of their images and creative works at all times and will be credited in any promotional or marketing materials.

Successful applicants are expected to promote their exhibition with their audiences. If Artists wish to promote their activities more broadly through advertising, the costs and coordination of advertising is the responsibility of the Artist. The Gallery will provide successful applicants with guidelines for promotion.

Artists wishing to produce a catalogue, brochure or any other printed material for their exhibition must first liaise with the Gallery Director. All publications must be approved prior to printing and costs are the exhibitor's responsibility. Required logos and credit lines must be included – guidelines will be provided to successful applicants.

3.2 Documentation

The Gallery will document the exhibition at a selected time using a preferred photographer of our choosing. Approximately 3-4 professional images of the EOI Exhibition will be captured and shared with the Artist.

Artists are welcome to arrange additional documentation at their own expense. If doing so, please confirm the proposed date and time with the Gallery to ensure there are no clashes with scheduled programs or events.

3.3 Fees & Grants

Woollahra Gallery at Redleaf provides a payment of \$800 AUD (incl. GST) per successful EOI Exhibition which may be used at the Artist's discretion. It is the responsibility of the applicant to fund the material and labour components of their exhibition.

Fees are paid following installation and receipt of invoice addressed to Woollahra Gallery at Redleaf.

The Gallery will provide letters of support to Artists applying for external grants to assist with the costs of participating in the EOI Exhibition Program or delivering Public Programs. However, if you plan to apply for a Grant to support your EOI Exhibition, consider proposing a plan A and B in your application, in case you are not successful in attaining funding.

3.4 Artworks

Artists must ensure each of their artworks are clearly labelled with artwork title, year of completion, and medium, and signed where possible. A list of artworks and prices must also be provided to Gallery staff at least three weeks prior to the exhibition opening. Wall labels, lists of works, statements, and title signage will be produced by the Gallery Team. Exhibitors are responsible for accuracy of supplied information.

All artworks must be completed and, in a state, ready to be exhibited by the delivery due date – this includes the attachment of D-rings and hanging systems if required, and that paintings are completely dry. No additional artworks can be accepted into the exhibition after the start of install unless approved in writing by the Gallery Director.

Displayed artworks will be monitored by gallery staff during gallery opening hours in the exhibition period. The Gallery provides static insurance for artworks while on display following installation. Artists are responsible for insuring artworks during transport to and from the Gallery.

The Gallery is a public space that encourages visitation from people of all ages and backgrounds. We are not able to exhibit artworks that include significant elements of sexually explicit imagery, nudity, offensive, racist or culturally insensitive elements, or graphic depictions of violence. Please refer to the [Woollahra Gallery at Redleaf Exhibition Policy](#) for further information and contact Gallery staff to discuss if this is relevant to your application.

3.5 Artwork Delivery

The delivery and collection costs of artworks is the responsibility of the Artist. Delivery and collection dates will be provided to successful applicants. Storage of artworks prior to the delivery date or after the closing of date is not possible.

Photo: Woollahra at Redleaf is a registered heritage gallery

3.6 Installation

Artists exhibiting at Woollahra Gallery at Redleaf are responsible for their own exhibition install. We don't have a dedicated install team but have staff on hand to support throughout the process. We are more than happy to provide additional support for artists with access needs. Artists must be available during installation and de-installation. Artists are required to discuss and seek sign-off on all exhibition components including artworks, mounting systems, exhibition furnishings (such as plinths), interactive elements and time-based media. Artworks cannot be moved, removed, or added to an exhibition after the conclusion of installation without permission from the Gallery Director.

Woollahra at Redleaf is a registered heritage gallery. We have predominantly masonry walls, ornate architectural features, timber floors, and windows that are all protected. As such, the following is prohibited:

- Painting of walls, floors or ceilings.
- Drilling into walls, floors or ceilings.
- Applying unapproved adhesives to the walls, floors or ceilings.
- Hammering nails into walls, floors or ceilings.



To support exhibiting Artists and curators while protecting the Gallery's heritage features, the gallery has developed a list of heritage safe working methodologies and is equipped with the following infrastructure:



- Ⓐ Picture hanging system with nylon and steel cables of varying lengths
 - Ⓑ Ceiling track supporting suspension of artworks and mounting of AV equipment throughout the space
 - Ⓒ Pressure fit posts that enable display of screens / frames
- Hidden power points

2D works must be supplied with appropriate hanging systems. A limited range of audiovisual equipment is available subject to availability. The Gallery's record of heritage safe working methods is available upon request. Applicants requiring specialised equipment should identify this in their proposal.



3.7 Openings

The opening event is managed by the Gallery Team, with support including bar, catering, staffing, and setup. The Gallery will provide complimentary drinks and light catering. External catering is not permitted. The Artist is expected to attend and promote the Opening Event to their audiences.

3.8 Public Programs

Artists may be invited to participate in or facilitate Artist talks, workshops, tours, or other public programs that align with their practice and the exhibition. Public programs are developed in consultation with the Gallery Director.

3.9 Artwork Sales

Artists are strongly encouraged to make some or all exhibited artworks available for sale. Sale arrangements are made in consultation with the Gallery Director.

All artwork sales are managed by Woollahra Gallery at Redleaf onsite and through the Gallery's online store.

The Gallery's commission structure is as follows:

Unrepresented Artists:

40% commission, plus 10% GST on the commission amount.

Represented Artists:

20% commission, plus 10% GST on the commission amount.

Commission raised directly supports delivery of programs and services at the Gallery.

Following the close of the exhibition, proceeds from artwork sales will be transferred to the Artist's nominated bank account upon receipt of a valid tax invoice issued by the Artist.

Photo: Lynda Draper, *Flossie*,
The Woollahra Small Sculpture Prize
Opening event, 2025





3.10 Frequently Asked Questions FAQs

Q: If I do not have a preferred exhibition date, can I still submit a proposal?

A: Yes. We encourage you to apply and indicate your availability or preferences within the [Digital Application Form](#). However, please note that we cannot guarantee specific dates, as the program is scheduled across multiple Artists and projects.

Q: Is there a limit to the number of applications an individual or collective can submit?

A: There is no limit to the number of proposals you may submit. We welcome multiple applications from the same (group of) applicant, provided each proposal represents a distinct theme or body of work.

Q: How will the Gallery promote my exhibition?

A: Exhibitions are promoted widely across various channels:

- The Gallery website
- The Gallery e-newsletter
- The Gallery's Instagram account
- Council's digital signage networks
- Other relevant media and promotional opportunities, as appropriate.

Q: What additional support do exhibitors receive?

A: Successful exhibitors receive support from the Gallery Team, including:

- Curatorial consultation.
- Technical guidance.
- Artwork / exhibition label printing.
- Professionally designed opening event invitations (digital format only).
- Access to equipment to support the installation of the exhibition.
- A staffed and lightly catered opening event.
- Supervision and interpretation of artwork by trained Gallery staff and Volunteers during opening hours.
- Promotion of artwork sales and administration of all sales transactions.
- Public programming support where applicable.

Q: What are my responsibilities if my exhibition proposal is accepted?

A: Upon acceptance, the Gallery will issue an Exhibition Agreement containing a timeline for your deliverables. Exhibitors are responsible for providing the following in a timely manner:

- Gallery site visit.
- A 100-word exhibition statement.
- 100-word biographies for each participating Artist.
- Social media handles and Website URLs for each participating Artist.
- Three suitably labelled, standard DPI images to use in design and promotional material.
- Artwork Checklist which features title, media, year of completion, prices, installation notes and high-resolution image of every artwork proposed for inclusion.
- Social media and promotion to your networks.

Q: Am I required to be present at the Gallery during the exhibition?

A: Exhibitors are expected to attend the following at a minimum, but are encouraged to visit the space if able:

- Installation and de-installation of the artwork.
- The opening event.
- Scheduled Artist talks and programs.

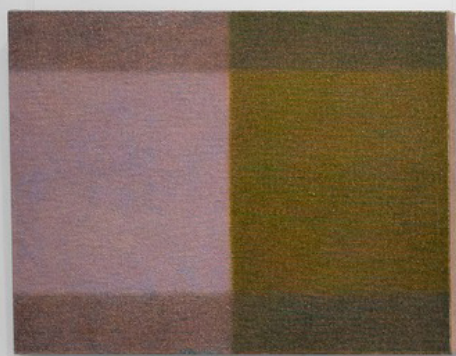
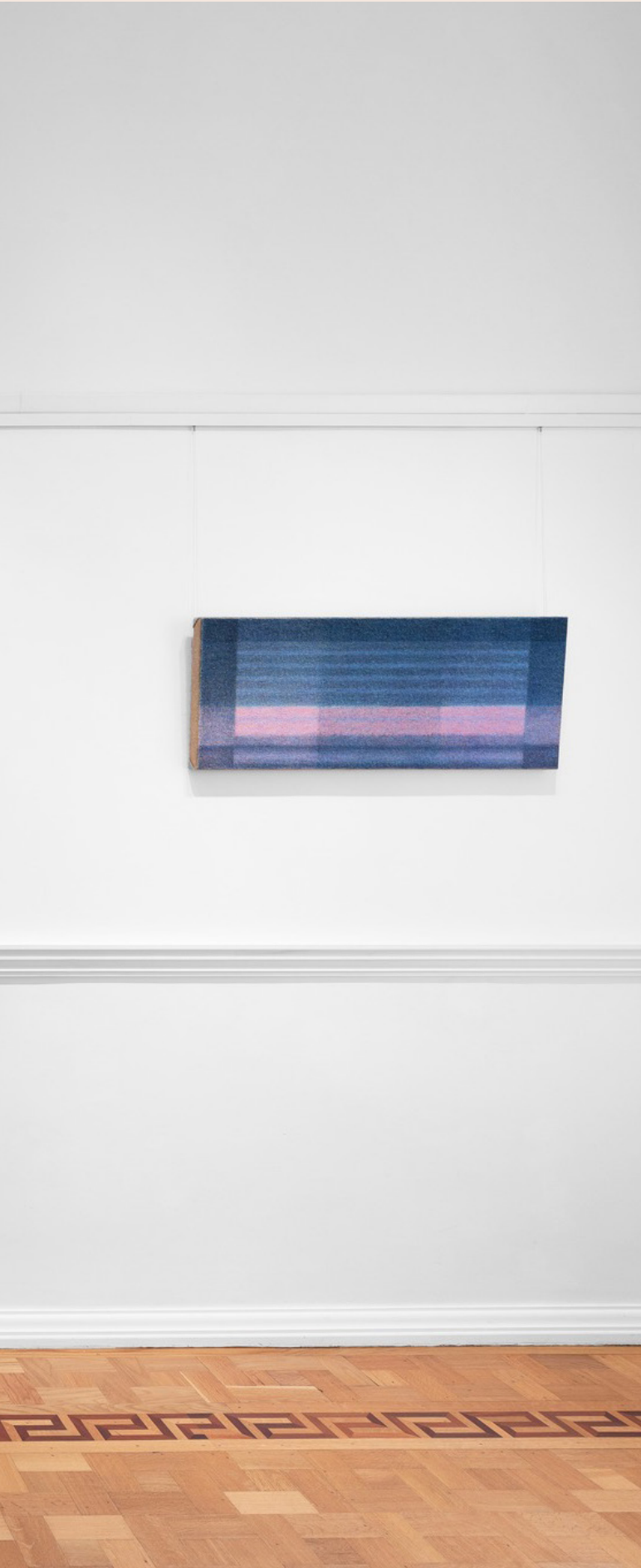


Photo: Oscar Nimmo, *I Stand in the Present Moment and Look Forward*, 2025.
Photo by Jessica Maurer



4. Gallery Access Details

Location

Woollahra Gallery at Redleaf
548 New South Head Road,
Double Bay NSW 2028

Opening hours

Wednesday 1pm-6pm
Thursday and Friday 10am-6pm
Saturday and Sunday 10am-5pm
Closed Public Holidays

Contact us

02 9184 1016
gALLERY@woollahra.nsw.gov.au

Transport to the Gallery

There are train, bus, and ferry routes to Edgecliff Station, the closest train station. Catch the 324, 325 or 326 bus to New South Head Road, disembark before Gladswood Gardens and walk 170m (2 minutes) to Woollahra Gallery at Redleaf.

Parking

Limited public parking available at the Council Chambers, additional parking is available in nearby streets. Disabled parking is available at the Council Chambers.

Accessibility

Woollahra Gallery at Redleaf is an accessible location with the following features:

- 2 on-site accessible parking spaces at Woollahra Council Chambers
- Lift access from New South Head Road to Level 1 and Ground Level
- 1 right hand transfer accessible toilet on Ground Level
- Assistance Animals Welcome

For any inquiries please contact

Woollahra Gallery at Redleaf

548 New South Head Road
Double Bay NSW 2028

E gallery@woollahra.nsw.gov.au

P 02 9184 1018

woollahragallery.com.au

