

CREATIVE PRACTICE TOP TIPS



Working 9 to 5



The most successful artists are the ones who put in the time and effort — art is their job.

Invoicing, paying bills, logistics, and tax are the boring but necessary parts of making a living from what you do.



Quality control



Control what you put into the public sphere and where it goes this is even more important when data lives forever in the digital realm.

- Be critical of what you are producing, both conceptually and materially.
- Selling poor quality works or having them publicly accessible can undermine the integrity of your practice.
- Be selective about where your work is seen — is it the right avenue for you?
- Think about the conservation and preservation of your work; keep a digital archive, use archival quality materials.
- Undercutting prices is bad form — don't do it. In some cases, this could be a breach of contract.
- Use your common sense: don't get drunk or behave badly at events and don't badmouth dealers, managers, funders, other artists.
- Aotearoa is a small, small place and this will come back to bite you!



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Useful habits



1

If it suits your practice, have regular work hours for creating: this could be 9 to 5 or it could be 7 at night to 2 in the morning. Having dedicated working time can stop work eating into your personal and family life.

2

Administration might take up 30-40% of your working week as a full-time practitioner: set aside a specific daily or weekly time to deal with admin and answer your emails.

3

A timesheet will help you track how much time you spend on contracts or commissioned work; this will be useful if you intend to apply for funding or need to produce a quote.

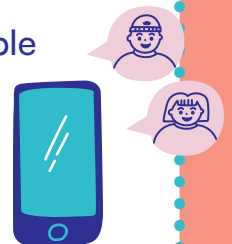
4

Meet your deadlines, honour your contracts. If you can't, be upfront about the reason.



5

Build up a secure contacts list. Invaluable for promoting your practice and for collaborative opportunities.



6

Have templates ready to go. These could be invoices, quotes, commission contracts, artist profiles, generic email responses. Tailor as required.

7

Back up everything — and have a back-up of your back-up!



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