

YOUR GUIDE TO GETTING PAID



Your mechanic expects to be paid for fixing your car and no-one expects their dentist to do a root canal for “the exposure”...

Repeat after us: The artist needs to be paid like everyone else.

OPEN FOR
BUSINESS

What's my going rate?

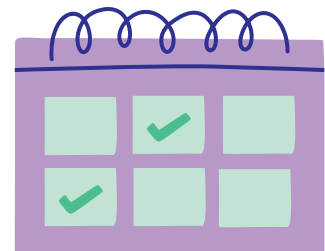
- You can start with the Remuneration Policy set out by Creative NZ but talk to your peers, benchmark against adjacent careers, talk to arts professionals.
- How many years of hands-on experience to do you bring?
- Do you have recognised professional qualifications?
- How extensive is your portfolio of work?
- What sort of critical success have you had — nationally, internationally?
- ACC levies, taxes, Kiwisaver contributions, student loan repayments, holiday and sick pay are automatically deducted from a salary: make sure you pay yourself enough to cover these costs on top of a take-home amount.



Time Frames

Don't leave talking about money to the end: as soon as the client starts talking about what they need and when they need it, start discussing the probable costs of getting the work done in the time available.

- Overestimate the time it will take to complete tasks.
- Give yourself time to complete projects and do quality control.
- Don't let poor time management be the reason for the standard of your work or service dropping.



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What is the size and content of the job?

Designing a mural over a week or developing a theatre piece for a 6-month national tour?

- Quantify the work: how long will it take (labour) and what do you need (materials)?
- Cover all your costs: these could include client meetings — design development — administrative costs — materials — rehearsal time — performance — physical work — installation — sunk costs (eg: internet) — travel.
- If the materials are expensive, and the work is especially detailed, allow for the extra time it will take to get right.
- Be clear with the client that the work begins from the initial concept AND about payment expectations.



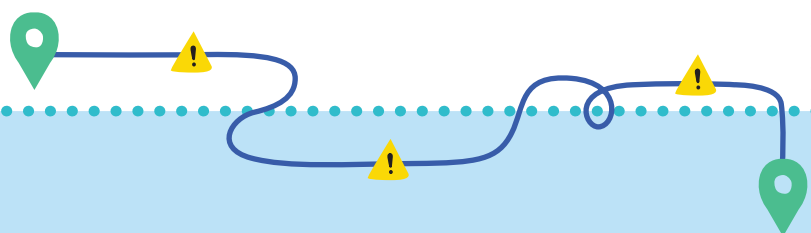
It's a journey

- **Where am I?** An early career artist will not necessarily command the same pay level as one with 40 years' experience under their belt.
- **How am I there?** A new band playing their third gig at the Crown will not get the same as Six60 playing a stadium.

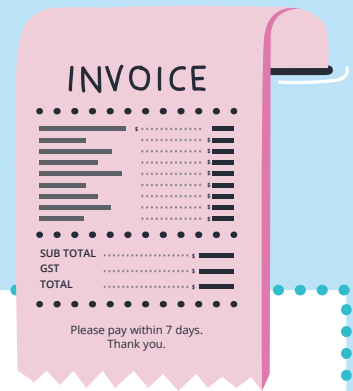


BUT also consider

- ... how has your practice developed technically, creatively, and critically over the years? What justifies increasing your prices over and above higher costs and inflation?
- If your practice develops, you will have the opportunity to improve your going rate. Think about what steps you can take in terms of professional development.



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How do you speak to a client's quote?

- Respectfully - you are only as good as your last job. Be clear and simple without being rude.
- If the client's quote is lower than you will need to complete the job, say that — nicely — and explain exactly why this is the case.



Invoicing - the gentle art of asking for payment

Having all the relevant information on your invoice will help avoid payment hold-ups: business.govt.nz will tell you what you need and there are free templates to get you started.

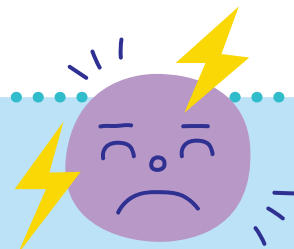
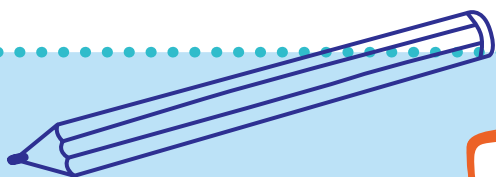


And when the gentle art isn't working?

- Friendly repetitive calls. Badger with professional, polite insistence: **note dates and times of calls** and **save your emails**.
- When the professional insistence starts to get in the way of your work, delegate to a **debt collector**.

Take your case to the Disputes Tribunal. It is a low-cost legal process:

- Register a claim.
- Present your claim "John Smith hasn't paid me, here is the paper trail that shows my requests for payment".
- Tribunal makes a ruling, the debt becomes a matter of the court system. John Smith pays the court, and the court pays you.



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