



UP ARTISANS INCORPORATED



ANNUAL REPORT

2024

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PRESIDENTS REPORT

It's been an incredible journey of synchronicity, hard work and community support, to facilitate and manifest a gallery. A 'Be the change you want to see' moment led me to step 'up' and pioneer this ambitious project. From 2020 I enjoyed running my own weekend gallery in a shipping container on the Sassafras site - it was then I saw its potential as an arts precinct. When the nursery building became vacant, I took the plunge to lease it as a community gallery space. The dream was realised in May 2023 when my business plan and council planning permits were approved. On a tight budget we installed walls, lighting and hanging systems, helped by artists keen to create this inspiring new venue in the heart of Sassafras township. This location gives local artists high exposure to premium tourism visitors, which is a key to its success.

The gallery has become a showcase of diverse contemporary local art representation with a high standard of work in all genres ranging from landscape to still life to abstract works, as well as ceramics & sculpture and handmade gifts.

In February 2024 UP ARTISANS INC. incorporated as a not for profit association, which assist in access to funding streams which is needed to fund managing the running of this space. We are now a cohesive group of established artisans, all local to the area with a diverse gallery membership from 21 to 80 yo. We all regularly exhibit and help curate or sit the gallery space.

In its first year all gallery operations have been volunteer led, with my ongoing personal commitment as founding director, to build capacity for our local arts community. Having achieved a solid year of sales and trading, we achieved really good financial returns directly to artists,

As director I manage the complexities of exhibition calendar scheduling as well as website, marketing, and day to day business of selling art, paying bills and artists. Thankfully now, this workload is backed by the contributions of a dedicated committee team and more active supporting roles by many members.

Up Gallery continues to flourish and evolve as we primarily focus on local, affordable and professional exhibition space. Our busy calendar brings us together regularly, to lift up cultural activities in the hills and profile our art both online and on walls. Exhibiting pathways for emerging artists exist through mentoring and curatorial guidance and our open call exhibitions. As a venue I feel we have really activated this Sassafras precinct to strengthen how tourists access and perceive the visual arts of the Dandenong Ranges, for all our benefit.

I sincerely thank all the members, old and new, our committee and customers who have helped us to thrive, supporting this model of an artists run initiative to see us achieve an amazing first year result! The current retail economy is tougher these last few months and art galleries will only continue with full community engagement and support. We have a strong exhibition sales history now so let's build on our strengths and talents and keep Up the vibrancy this Gallery offers us all.

Jacqueline Christians
President - Up Artisans Inc.

KEY 2023-24 FY ACHIEVEMENTS

THROUGH THE DOOR
ANNUAL VISITORS

26,442

BEST MONTH FOOT TRAFFIC

APRIL = 2,798

WEBSITE VISITS
12 MONTHS

19,582

ANNUAL VISITS
SOCIAL MEDIA

105,719

GOOGLE SEARCHES

26,442

JULY MONTHLY
SOCIAL MEDIA VISITS

7,052

KEY GOOGLE SEARCH WORDS

**ART GALLERY
SASSAFRAS**

FEATURE EXHIBITION
BEST SOLO SHOW SALES

**EMILY LOWE 10
KELLY KONDIS 12**

SALES OFF GALLERY WALLS
OF ORIGINAL FINE ART

108

BEST SALES MONTHS

**AUGUST 23
SEPTEMBER 23**

GROSS TURNOVER
ARTWORK + GIFTSHOP

\$206K

PAYMENTS DIRECTLY
TO ARTISTS (IN 1ST YEAR)

\$130,000

COMMITTEE & MEMBERSHIP

WE INCORPORATED AS A NOT FOR PROFIT ASSOCIATION - UP ARTISANS INC.
ON FEBRUARY 6 2024, NEW ABN + GST REGISTERED.

VOTED IN INAUGURAL COMMITTEE AGM ON MON 2 FEBRUARY 2024

PRESIDENT	JACQUI CHRISTIANS
VICE PRESIDENT	JUDE CRAIG
TREASURER	CAROLINE THOMAS
SECRETARY	MARY LIN LITCHFIELD

SOCIAL MEDIA	ANNA LIPSANE
	JOHN DUKE
PHOTOGRAPHY	RAIN WHITE
EVENTS	JUDE CRAIG, BEN PHILLIPS
ROSTER	JUDE CRAIG

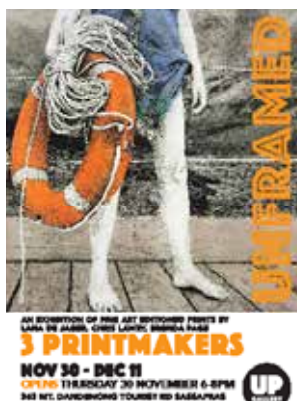
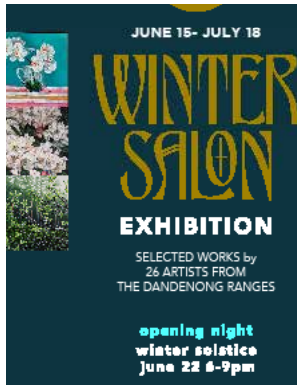
CURATION TEAM & INSTALLERS	JACQUI CHRISTIANS LANA DE JAGER PRUE CROME CAROLYNNE MCINTYRE STEPHEN GLOVER RAIN WHITE
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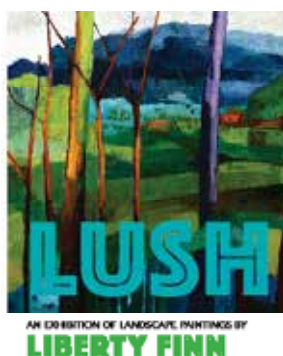
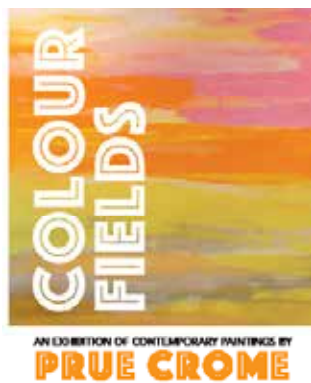
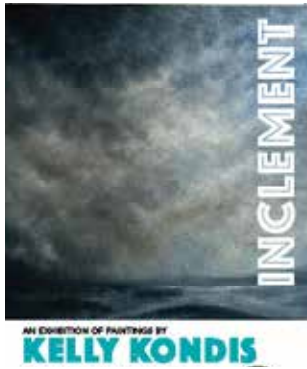
CURRENT EXHIBITING MEMBERS	31
PARTICIPATING ARTISTS TOTAL	64

Our members are artists who live on the mountain as our primary exhibitors.
These listed mountain townships fit our MADE ON THE MOUNTAIN ETHOS:
Tecoma, Upwey, Belgrave, Selby, Emerald, Menzies Creek, The Patch, Monbulk, Silvan,
Gembrook, Cockatoo, Avonsleigh, Olinda, Ferny Creek, Kallista, Sassafras, Sherbrooke,
Kalorama and Mt Dandenong.

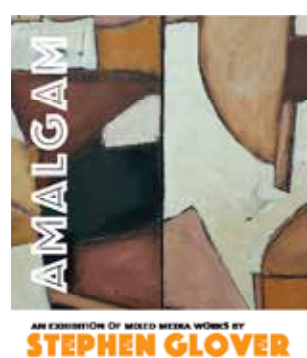
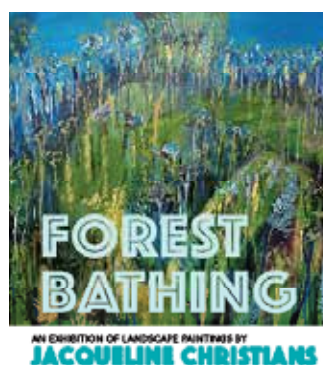


EXHIBITIONS 2023





EXHIBITIONS 2023-24

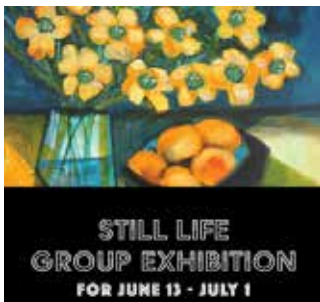


EXHIBITIONS 2024



CALL FOR ENTRIES

Open call exhibitions reach out to hills community artists to submit art work, some for the first time - to try out the space, encouraging new artists to step up onto walls with other artists. We have held 4 open call exhibitions and our first award exhibition 'LOCAL ICONS', which was juried with prizes and commendations. We received a \$1000 grant from YARRA RANGES COUNCIL to support the Local Icons awards event night and a \$1000 first prize from our landlords.



ARTIST SALON WALLS



HILLS COMMUNITY FOCUS MAGAZINE

YARRA MAGAZINE

THE NEW "UP"
ART GALLERY,
SASSAFRAS

An interview by Kate King,
with Jacquél Christians, local
artist, and Gallery Director,
at UP Gallery.



¹⁰ Although I've not signed by this name, you have to be able to write mine about it, instead of a new I, come about.

1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 26

It is not just the quality of the work that is important, but also the way it is done. The quality of the work is important, but the way it is done is also important. The quality of the work is important, but the way it is done is also important.

By the mid-1980s, almost all the major world fishing operations had been moved to the open seas, leaving only a few small-scale operations in sheltered waters. The fishing fleets of the United States consisted of 100,000 vessels in 1980, most of them small boats that were increasingly dependent on foreign markets for their catch. Large-scale fishing operations were concentrated in a few large nations, such as the United States, the Soviet Union, Japan, and the United Kingdom, and the rest of the world's fishing fleets were small and scattered.

[illegible]

Isabel, are you like people who think the world is a huge mess and that you have to save it?

The authors would like to thank Dr. Robert M. Gagliardi, University of Illinois at Chicago, for his generous donation of samples used in this study. The authors also wish to thank Dr. Robert M. Gagliardi for his helpful comments on earlier drafts of this manuscript.

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7. Numerous studies have been conducted on the level of White English as a Second Language (ESL) students' use of academic language skills. The results of these studies are inconsistent, with some studies showing that White ESL students use academic language skills at a higher level than Black and Hispanic students, while other studies show that White ESL students use academic language skills at a lower level than Black and Hispanic students. The results of these studies are inconsistent, with some studies showing that White ESL students use academic language skills at a higher level than Black and Hispanic students, while other studies show that White ESL students use academic language skills at a lower level than Black and Hispanic students.

...and you, as a member of the public, would you be able to help us with this?

[illegible]

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MADE ON THE
MOUNTAIN

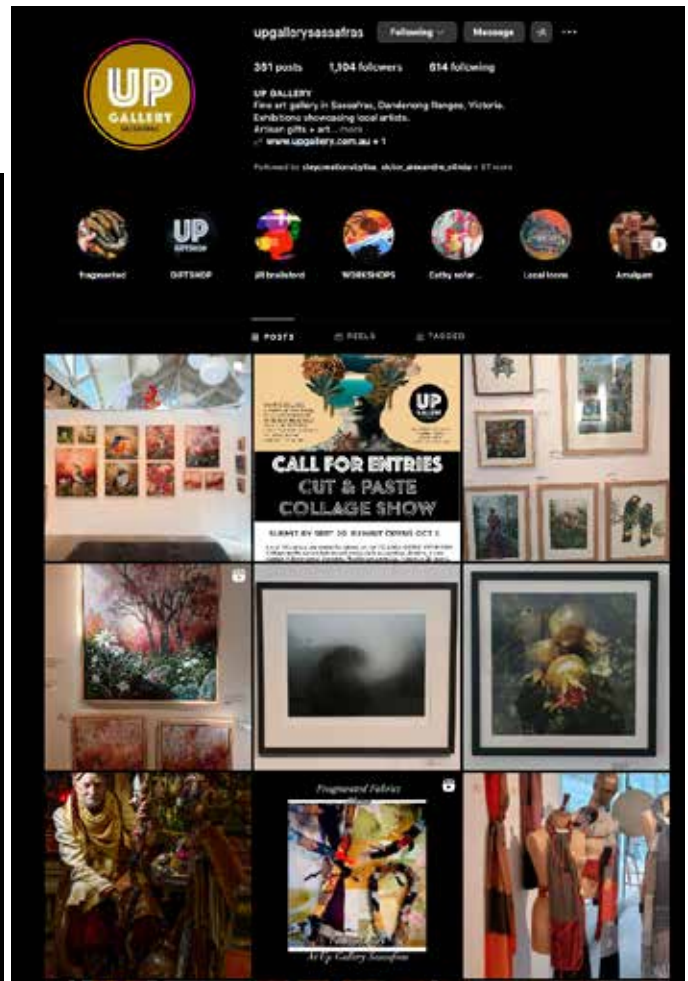
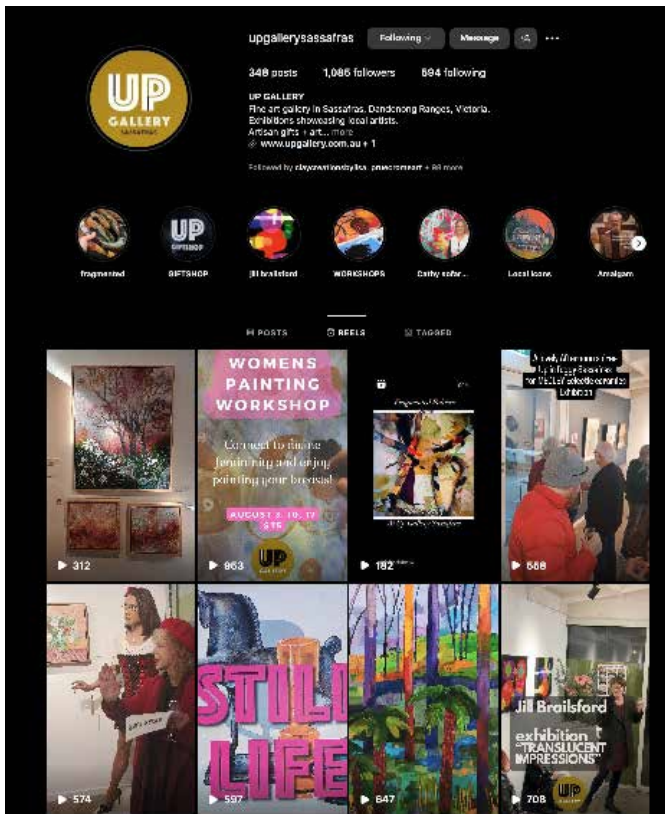


STAR NEWS

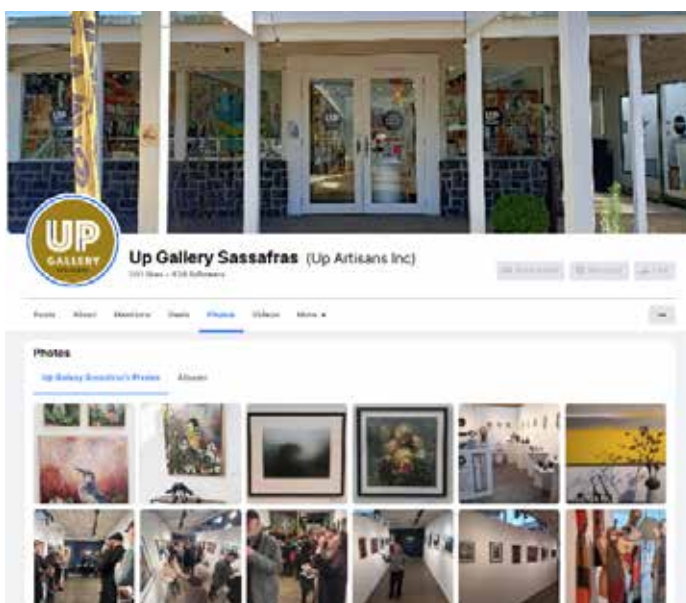




INSTAGRAM FOLLOWERS 1104



FACEBOOK FOLLOWERS 478



VILLAGES WEBSITE



SUBSCRIBERS NEWS

OUR SUBSCRIBER LIST HAS BUILT SLOWLY UP TO 140 IN THE LAST 12 MONTHS, A MODERATE UPTAKE - SOME LOCAL PEOPLE REALLY WANT REMINDERS SO WORTHWHILE SENDING E NEWSLETTERS. 98% OPEN RATE NO BOUNCEBACKS AND BUILDS CLICK THROUGH TO WEBSITE, & EVENT ATTENDANCE



Welcome to the UP gallery room.
We have had a fabulous response to the new Jonathan gallery space and also have 22 exhibiting local artist members. Following the current artist show, we will have a new exhibition opening in a new venue of about every 2 weeks to the gallery. Here is our July exhibition details. You are welcome to attend the opening night, please RSVP your exhibition details page.

Meet artist TANIA CHANTER
Exhibition opening night
Thursday 27 July 6-8pm

Driven by an intuitive process and a profound love of nature, Tania Chanter is an abstract artist whose work focuses on landscapes of the natural world and the ever-changing influence of the elements on the environment. Based in Salem, Tania's art within her abstract landscapes is to capture the essence of her surroundings and to communicate an evocative response. Over the last few years, Tania has developed a signature style, and in 2022 was ranked in the Top 10 best-selling artists on Australia's largest online gallery Bluebird.

Tania will also be at the gallery on Sunday 27-30 July
Gallery opens daily 11am - 4pm (closed Tues & Wed)



Exhibitions over Late Winter and Spring continue every 2 weeks, with regular opening evenings and talks.

Upfront gallery is now open for bookings and gallery space is available for hire. Contact us for more information.



Kelly Kinella presents 22 new works in her show **INCLEMENT**.
Opening night is this Thursday 5th October 6-8pm
Exhibition on until October 16.

Highly collectible works with success of recent Affordable Art Fair, Foxterre Gallery and Little Ocean gallery. Painted in 2023 Bluebird are now. These dramatic atmospheric paintings plunge the viewer into vast and sometimes turbulent weather, often portraying inclement weather with a cloudy softness. These works are her observations of seasonal moments in time.



FABULOUS NEW STOCK IN THIS MONTH
MORE BY JERRY HOWE, CERNACE MINERVA BURGESS AND VESSELS BY OLIVIA GLASS



JACQUELINE CHRISTIANS
FOREST BATHING

NOVEMBER EXHIBITIONS
NOVEMBER 2: YOU ARE INVITED TO OUR OFFICIAL EXHIBITION OPENING NIGHT
JACQUELINE CHRISTIANS - Forest Bathing

Steven's style is defined as melting content with and being in the atmosphere of the forest. He is a fan of the forest for relaxation and will bring forest bathing. These works are about immersion and to learn from this Japanese technique.

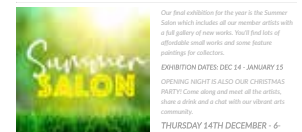
EXHIBITION OPENS THURSDAY 2 NOVEMBER 6PM - 12 NOVEMBER OPENS 11-4PM



WELCOME DEBRA KELLY CREATIVE A cultural dried flower bar in our front verandah room for regular Glass Dome or Bond street making workshop! Join for easy 1-2 hour classes each week starting at \$65.



Full program listed on our website - BOOK NOW FOR JANUARY - scan QR code above for quick link



SHOP LOCAL THIS CHRISTMAS. WE HAVE FINE ART PRINTS AND GIFTS ALL MADE BY LOCAL ARTISTS ON THE MOUNTAIN. POP IN TO BROWSE THE GIFTSHOP FOR A UNIQUE HANDMADE PRESENT. CLICK LINK TO SHOP OUR ONLINE LISTINGS: <https://upgallery.com.au/shop>

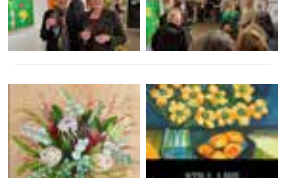
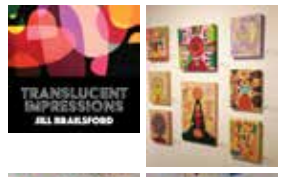
Have a safe and happy festive season. Thankyou for supporting us all and following the localistic growth of our artists sales and collaborations in for looking UP in 2024... we will let our exhibition program wait!

302 MT DUNDERRIDGE TOURIST ROAD SAGAFAROS OPEN 11-4PM DAILY CLOSED TUES WEDS



WELCOME TO OUR NEWER LISTINGS
What collection... if you are our 1st year anniversary Congratulations to all the artists in our collection... recent making... if you are our 1st year anniversary Congratulations to all the artists in our collection... recent making...

The next of our collection of exhibitions in our collection... if you are our 1st year anniversary Congratulations to all the artists in our collection... recent making...



For more on our making... if you are our 1st year anniversary Congratulations to all the artists in our collection... recent making...

JOHN DUKE - TRAVEL 2025 - showing new on the back Salon walls for the month of June.

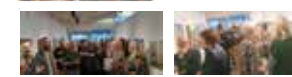
A collection of works on paper and canvas with bold textured colours in acrylic and some of his signature figurative works... TRAVEL 2025 runs until June 25



4 local textiles artists with a passion for stitching and fabric come together for this curatorial textile collaboration. Julie Craig, John Duke, Jay Semple and Jo Drahos.



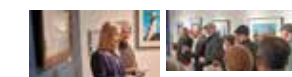
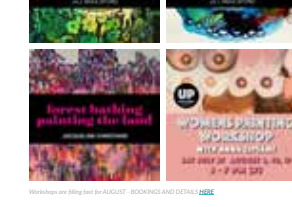
Workshops on filling for AUGUST - BOOKINGS AND DETAILS



CATHY SOFARNOS - THROUGH THE SQUARE WINDOW
EXHIBITION OPENS THURSDAY 18 APRIL UNTIL 29



"Through The Square Window" is a visual journal that encapsulates the tapestry of emotions, experiences, and observations that I have enjoyed from living in the Dandenong Ranges. Set amongst the tall dark trees of the Dandenong Ranges forest, my studio is a sanctuary where all sense of time, place and self seems to exist and this collection of paintings is an abstract translation of the profound stillness and vibrant energy of the everchanging vista outside my window. Each painting is a series of moments that capture the rhythm of daily life and the intensity of light and shadow that shifts with the changing of seasons. From the hot wet summers of winter to the mysterious darkness that envelops the forest after a rain shower.

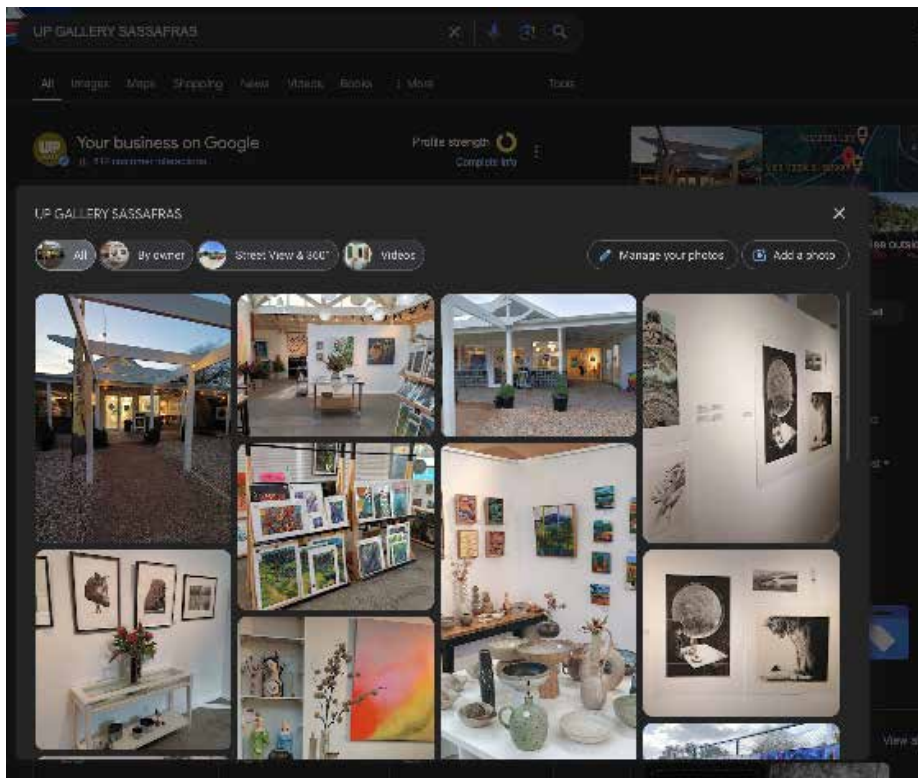


Agave Salon walls are filled with white by this dynamic duo... Elizabeth Copley fills her wall with painted agave prints of her masterly realist white paintings and Emily Lane brings a new collection of original artworks on canvas. Coming to you in the peak of these... on walls until August 26.

GOOGLE PROFILE

AN IMPORTANT CHANNEL TO HELP PEOPLE FIND THE GALLERY WHEN ON THE ROAD, WE HAVE SEEN HUGE SEARCH ENGINE GROWTH THIS LAST YEAR.

PEOPLE ARE LOOKING FOR US AND CHECKING IN, A FEW MORE POSITIVE REVIEWS WOULD HELP US AND TRYING UPDATE IMAGES OFTEN TO REFRESH FEED AS IT CAN HELP GET TOURISTS ATTENTION.

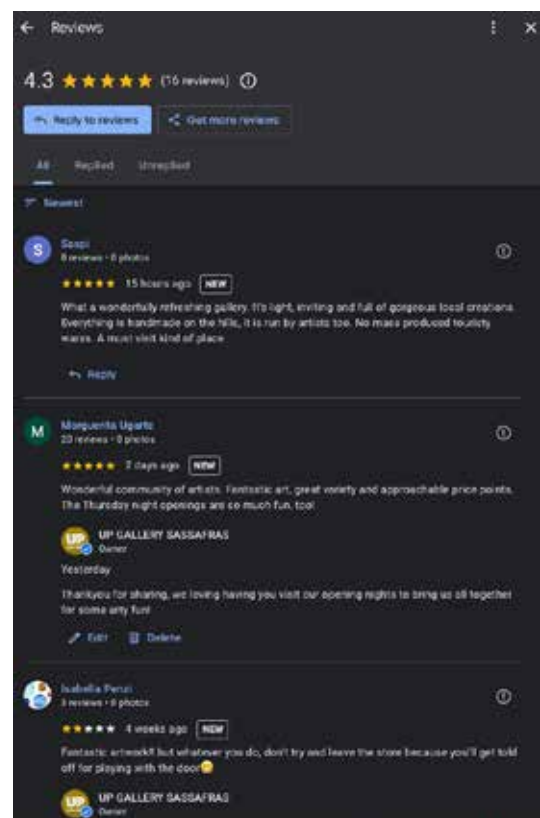
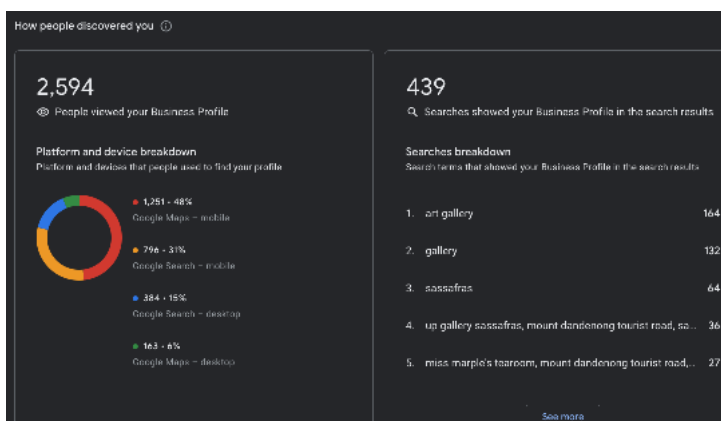


12 MONTHS
GOOGLE SEARCHES

26,442

WEBSITE VISITS
12 MONTHS

19,582



TREASURERS REPORT

UP GALLERY

Profit and Loss

July 2023 - June 2024

	TOTAL
Income	
ANNUAL MEMBERSHIP fees 2024	3,309.04
BOOK SALES	40.91
OPERATING GRANTS	1,000.00
Sales of Product Income	503.64
SHOP SALES	156,814.97
SPONSORS	1,600.00
STALL FEES	39,350.91
Uncategorised Income	30.00
WORKSHOPS CLASS BENTO	4,227.29
Total Income	A\$206,876.76
Cost of Sales	
GALLERY WALL CONSIGNMENTS PAID	67,427.96
INVENTORY STOCK PAID	59,250.20
Purchases	27.27
WORKSHOPS PAYMENTS	3,943.20
Total Cost of Sales	A\$130,648.63
GROSS PROFIT	A\$76,228.13
Expenses	
Accounting and bookkeeping	318.18
Advertising and marketing	2,655.32
Bank charges and fees	1,722.20
Catering event	1,587.05
Contractor J Christians	7,118.25
Gas and electricity	2,334.33
Gifts and donations	32.20
Insurance	2,609.08
MV Repairs	10.91
MV Tolls	79.17
Postage	512.46
Printing and Stationary	3,745.07
Registration & Licence	72.27
Rent	37,125.00
Repair & Maintenance	5,775.03
Square Fees	1,967.11
Staff Expenses	19.73
Subcontractors	200.00
Subscriptions	2,772.28
Telephone Expenses	654.32
Travel expenses	259.94
Total Expenses	A\$71,569.90
Other Expenses	
BAS Roundoff Gain or Loss	0.34
Total Other Expenses	A\$0.34
NET EARNINGS	A\$4,657.89

FUNDRAISING

WE MUST AS A GROUP STRIVE TO GET MAJOR AND MINOR SPONSORS OR PATRONS TO SUPPORT EXHIBITION PRIZES AND TO HELP FUND OUR EXPENSES LIKE MARKETING. THIS IS A KEY PRIORITY FOR 2025
- THE IDEA OF AN ANNUAL ART AUCTION AS MAJOR FUNDRAISER, IS SET FOR NOV 2024 ACTIVATION.



IN 2024 WE WERE ABLE TO JOIN IN THE BENDIGO BANK COMMUNITY RAFFLE AS A COMMUNITY BASED NFP GROUP. WE RAISED \$760 TOWARD THE PATIO ENCLASURE FOR WORKSHOPS WHICH WAS A GREAT RESULT AND NEEDED ASSET.

GRANTS



IN 2024 WE RECEIVED \$1000 FROM YAARA RANGES COUNCIL SMALL GRANTS FUNDING TO HELP PAY FOR THE LOCAL ICONS LAUNCH EVENT OPENING NIGHT- IE: MARKETING, PRINTING POSTERS AND EVENT CATERING.

SPONSORSHIPS



OUR LOCAL ICONS AWARD EXHIBITION- WE HAD 3 MAJOR SPONSORS
MAJOR PRIZE
-\$1000 BY KERRY AND MALCOLM BISHOP
- \$250 BY ARTBOARDS AUSTRALIA
- \$200 FROM ARVYS FRAMING.