

# art prizes australia

*for the stars of the Australian visual arts*



## 2012 APA Survey Results

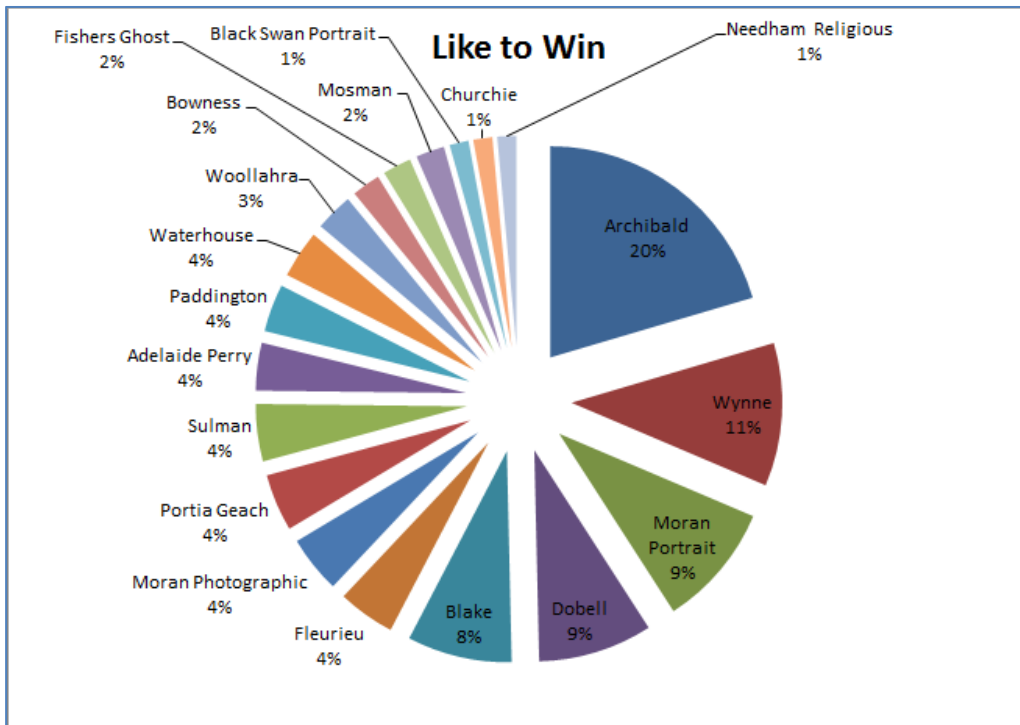
First off, thank you to everyone who took part in this year's survey of artists on art prizes - we had 223 responses which gives us pretty solid figures to work with. The results have proven interesting, in particular, the prizes artists would like to win and also where artists choose to source timely information about art prizes. From an prize host's point of view, it is worth reiterating that artists consider a prize's prestige, prize money and publicity for finalists when deciding which prizes to enter. And it goes without saying that the vast majority of respondents would prefer more transparency in the judging and awarding of prizes and wholeheartedly support a national code of conduct.

So, without further ado, let's have a look at the results.

Q1 & Q2 - email address and postcodes not published (privacy)

### Q3 - What, if any, is the name of the art prize you'd most like to win in 2013?

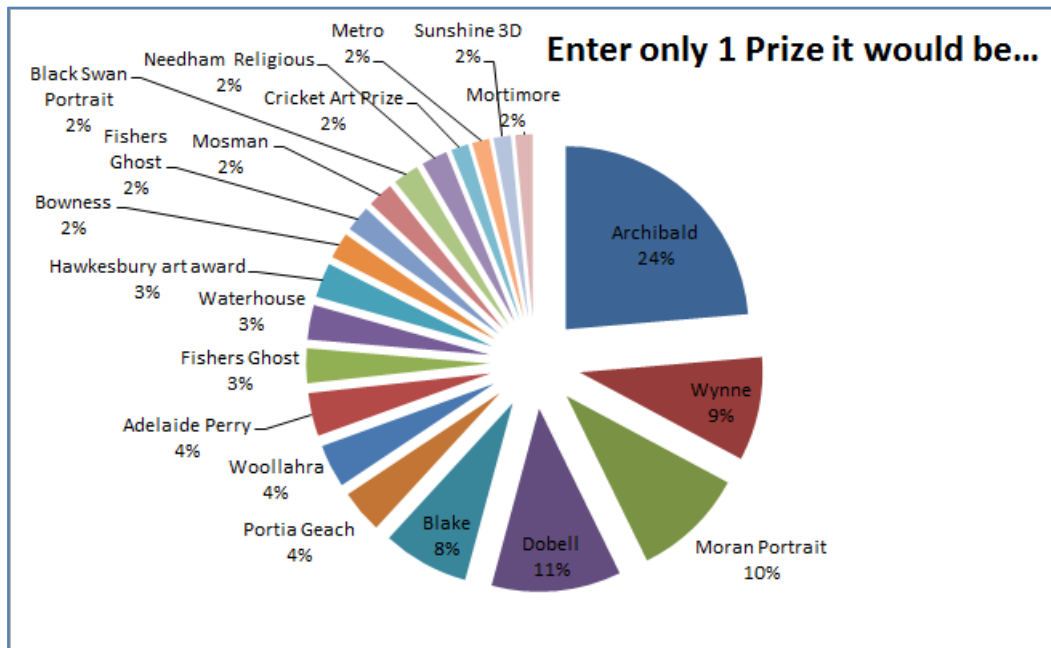
The Archibald and the Wynne are the standouts as they were in 2011. Respondents this year aspire to win the Adelaide Perry Prize for Drawing, Woollahra Small Sculpture Prize and the Fleurieu Art Prize (biennial), which have featured higher this year than last year.



**Last year (2011)** artists voted prizes in the following order:

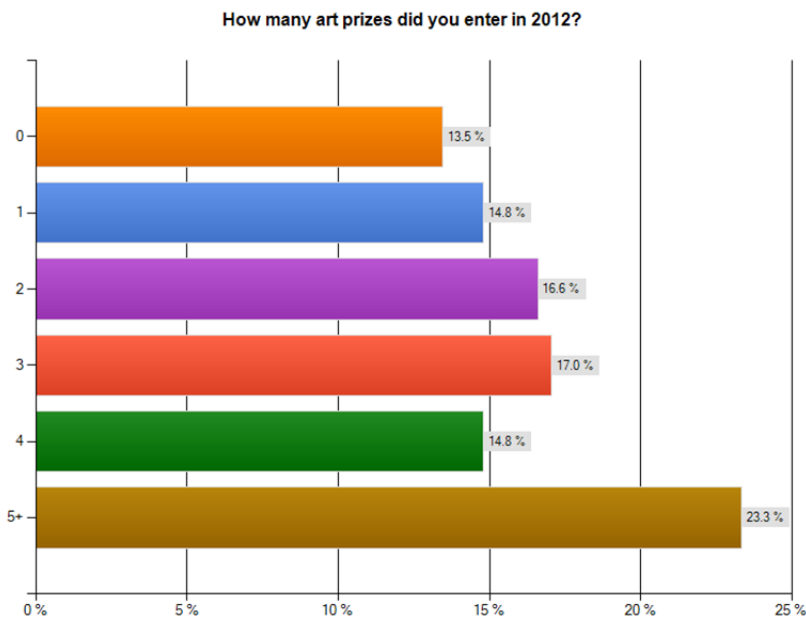
- 1 Archibald
- 2 Wynne
- 3 Dobell
- 4 Any
- 5 Moran Prizes
- 6 Blake
- 7 McClelland Gallery Sculpture Prize
- 8 Black Swan
- 9 Sulman Prize
- 10 National Photographic Portrait Award
- 11 Waterhouse
- 12 Portia Geach
- 13 Sculpture by the Sea

**Q4 - If you could only enter one prize in 2013 what would it be?**

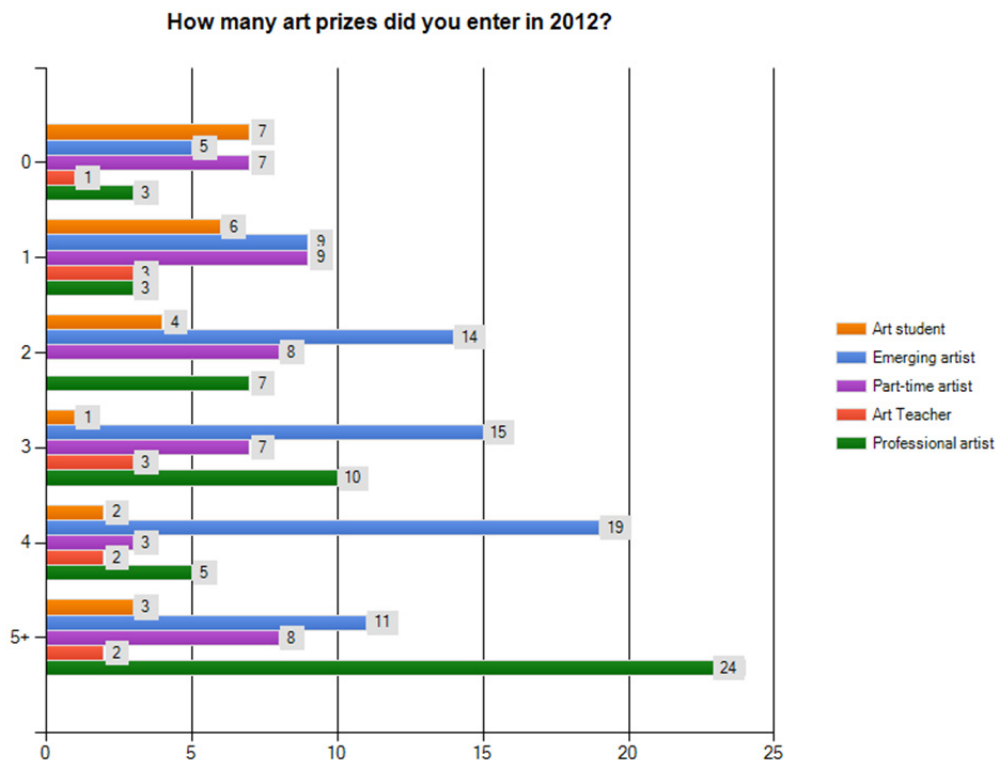


## Q5 - How many art prizes did you enter in 2012?

The most common response was for artists to have entered 5 or more prizes in 2012.



This is interesting when broken down by whether the respondent was an art student, etc. The following is a breakdown by artist category and it is apparent that emerging artists are very active, entering up to 4 prizes, while, the majority of professional artists entered 5 or more prizes during 2012.



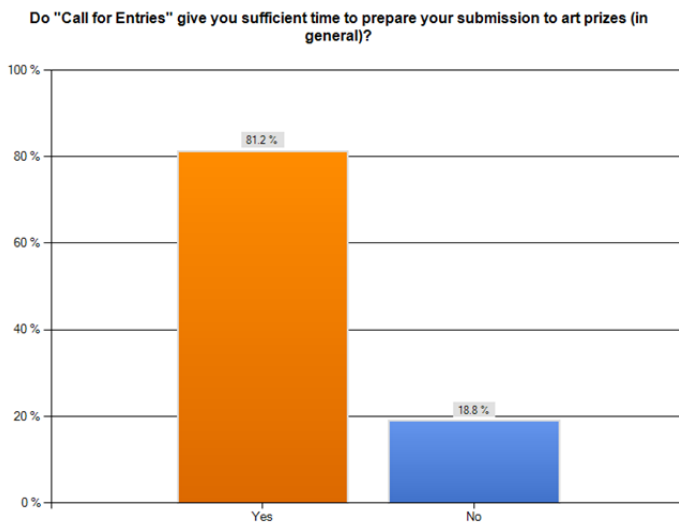
#### Q6 - Did you enter more or less prizes in 2012 than in 2011?

Close to one third of artists entered less prizes than the year before but without any historical context it is difficult to tell how significant this is, given that slightly more than one third entered more prizes in 2012 than in 2011. We will ask the same question next year to get some perspective on whether this is a trend.



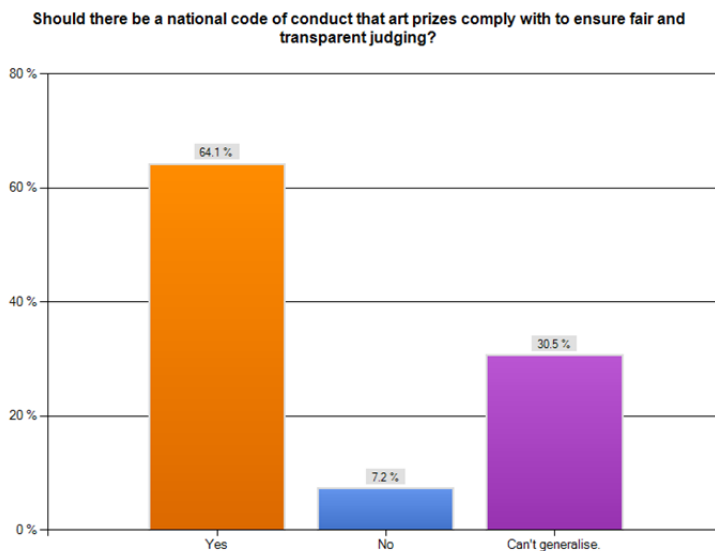
#### Q7 - Do "Call for Entries" give you sufficient time to prepare your submission to art prizes (in general)?

Overwhelmingly, respondents feel that the "Call for Entries" do provide sufficient notice to artists.

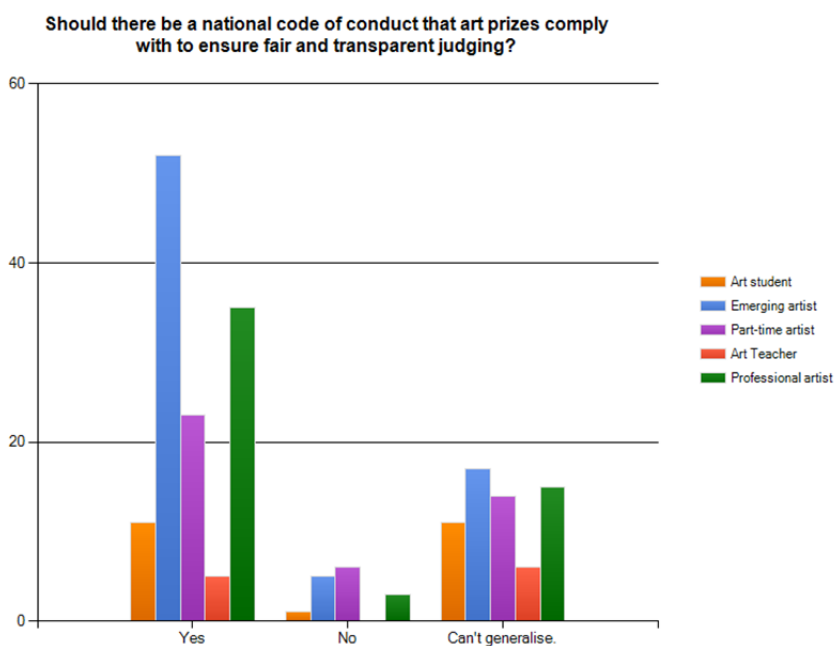


## Q8 - Should there be a national code of conduct that art prizes comply with to ensure fair and transparent judging?

This question received a larger than usual amount of comments supporting respondents' answers, which were firmly of the opinion that judging of prizes is seen as being insufficiently transparent. A number of respondents felt that entries were not always judged on the quality of the work submitted but on unrelated factors. Certainly, there was a great deal of support for prizes that comply with a standard code of conduct.

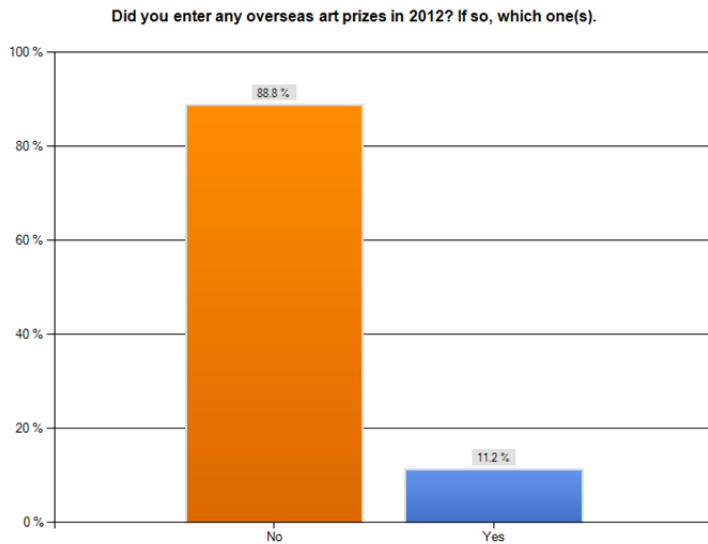


Breaking this down by artist category, it is interesting to see that the two groups supporting more effective judging were emerging artists and professional artists, as the following graphic shows:



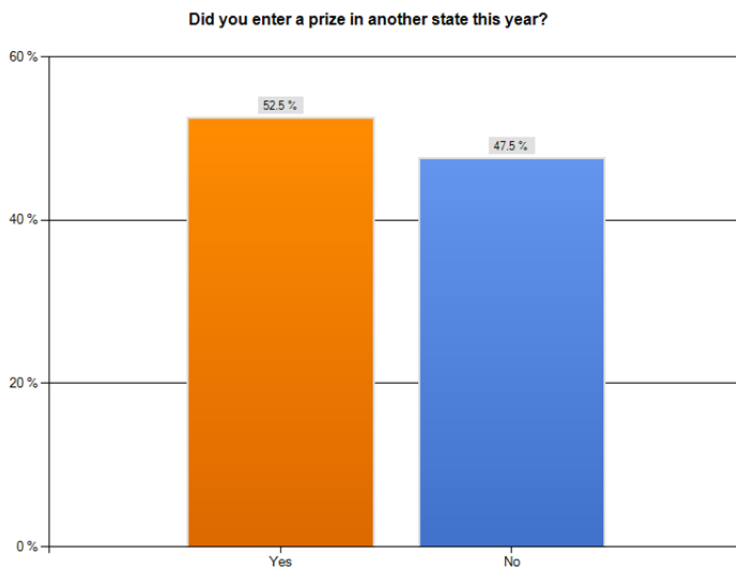
### Q9 - Did you enter any overseas art prizes in 2012? If so, which one(s)?

Based on this survey, there currently appears to be very limited support for overseas prizes.

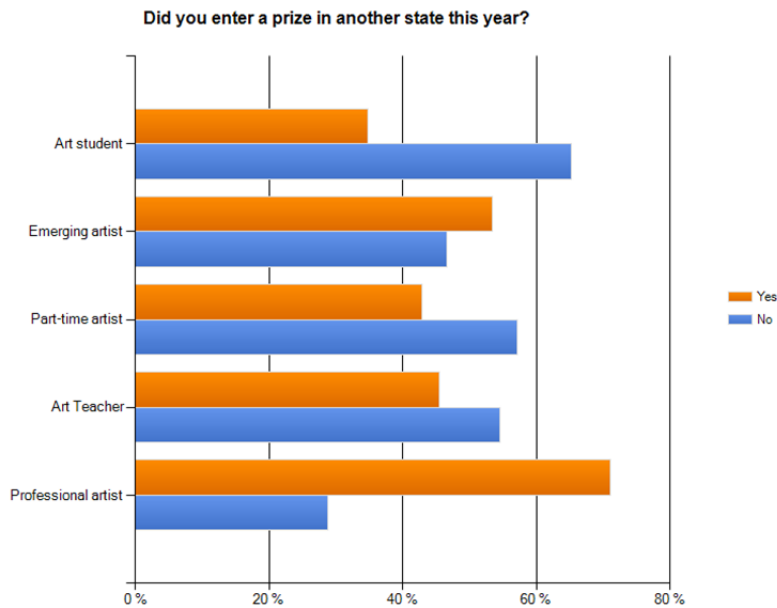


### Q10 - Did you enter a prize in another state this year?

Again, the majority of respondents have entered a prize in a state other than the one in which they reside.

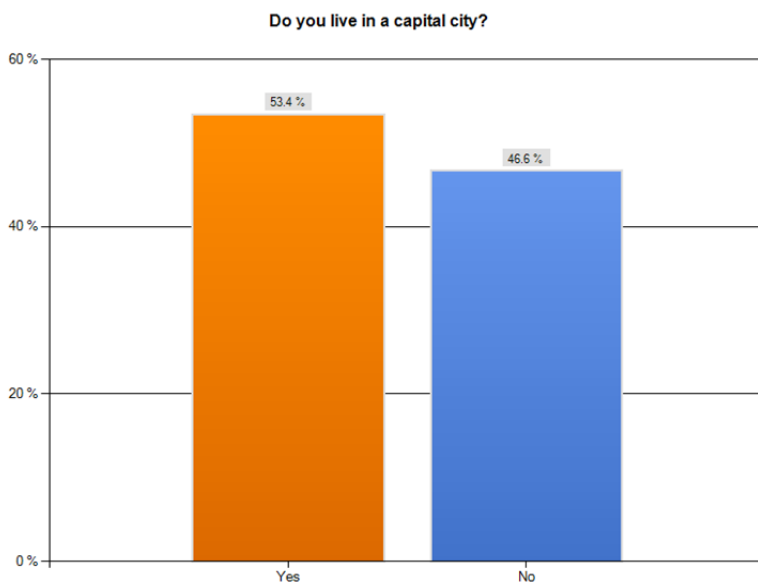


Breaking down the responses (to Q 10), you can see from the following chart that it is mainly professional artists and emerging artists entering interstate prizes:



### Q11 - Do you live in a capital city?

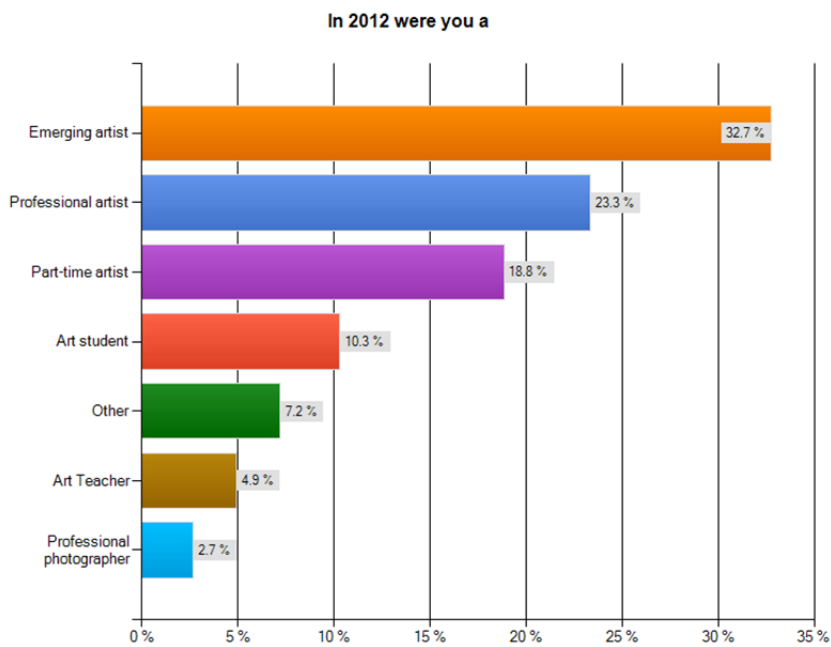
A slim majority of artists live in capital cities - the majority of respondents who live outside a capital city classified themselves as being professional artists.





## Q12 - In 2012 were you a...?

Emerging and professional artists made up 50% of the 2012 survey respondents.



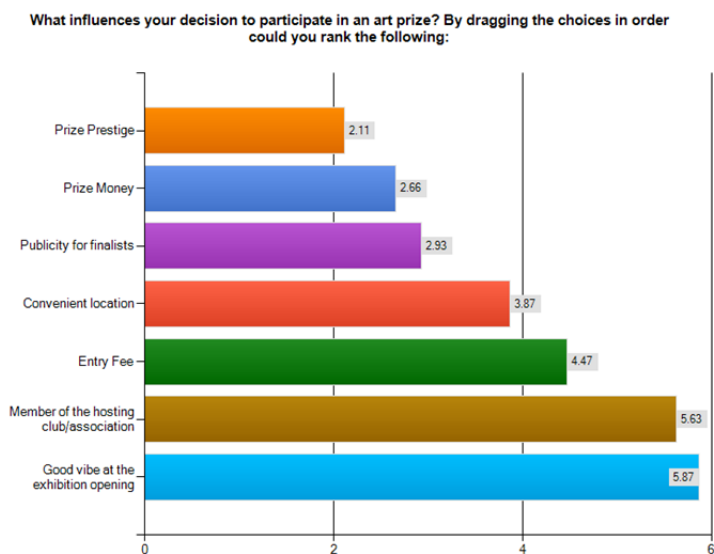
### Q13 - What influences your decision to participate in an art prize?

*It is important to note that the lower the value in the chart the more relevant it is!*

Respondents ranked the key criteria for participating in a prize as:

- 1 prize prestige
- 2 prize money
- 3 publicity for finalists.

Prize hosts need to get these three elements right in order to attract the maximum number of entrants.



### Q14 - Not published

**Q15 - Where do you prefer to find out about art prizes?**

The order in which the artists voted were:

- 1 Art Prizes Australia
- 2 Art & Australia
- 3 Art Monthly
- 4 Google
- 5 ArtsHub
- 6 Facebook
- 7 NAVA
- 8 Australian Art Collector
- 9 Other
- 10 Newspaper
- 11 Twitter
- 12 Wikipedia
- 13 Yarp

**Q16 - Not published**

If you would like more information about this survey please email me at [martin@art-prizes.com](mailto:martin@art-prizes.com)

**A special thank you to Digital Camera Warehouse and Woollahra Art Removals for their fantastic giveaways.**

