



RAVENSWOOD AUSTRALIAN WOMEN'S ART PRIZE

PARTNERSHIP PROPOSAL

We acknowledge the Guringai people, the traditional custodians of the Country on which the Ravenswood Australian Women's Art Prize stands. We pay our respect to the Elders past, present and emerging and extend that respect to other First Nations people within the Ravenswood Australian Women's Art Prize community and beyond.

Gaypalani Wanambi,
excerpt from *Dawurr*
2024 Professional Artist Winner



Ravenswood Australian Women's Art Prize 2024 Opening Night



Ravenswood Australian Women's Art Prize 2024 Opening Night

Ravenswood Australian Women's Art Prize

The Ravenswood Australian Women's Art Prize is the highest value art prize for women in Australia and provides a unique platform to engage, connect, support and profile women artists across Australia and internationally. The Prize also showcases a commitment to celebrating emerging Indigenous women artists and promoting their creative talents on a national stage.

Supporting the arts inspires and strengthens communities socially, educationally, and economically - fostering creativity, empathy and beauty.

Established by Ravenswood School for Girls to advance art and opportunity for women artists in Australia, the Art Prize is an annual acquisitive prize, with a total prize money of \$58,000. The Opening Night and Exhibition of Finalists is based in Sydney. Online engagement with artists and communities across Australia is facilitated via a live stream of the Opening Night, a virtual tour of the exhibition and an online artwork sales platform. Artists also enter the Art Prize online with finalists being selected to exhibit their artworks in a two-week Exhibition of Finalists.

Launched in 2017, the Art Prize has grown exponentially and gained significant recognition including achieving a combined reach of 3.1 million people and 7.1 million combined impressions via cross media platforms.

Colloquially referred to as a 'movement' for women artists by ArtsHub*, entries in the 2024 Art Prize have more than doubled from 789 in the inaugural Art Prize to 1616, an increase of 104%.

Entries in the Art Prize represent every state and territory in Australia, including remote regions. All media is accepted and artists are asked to enter an artwork that best reflects their art practice.

In 2024, entries to the Ravenswood Australian Women's Art Prize were 60% more than the entries received in the Archibald Prize.

The Art Prize reflects Ravenswood's commitment to nurturing and supporting creativity not only for professional and emerging artists but also for its own students. As a school for girls from Prep to Year 12, Ravenswood was keen to address the poor representation of women artists in exhibitions.

The validity of the Ravenswood Australian Women's Art Prize was seen as a positive way to support visual arts at Ravenswood, harness the creativity of the girls to enhance their skills for the future, raise the profile of women artists and draw role models as inspirations to girls and parents.

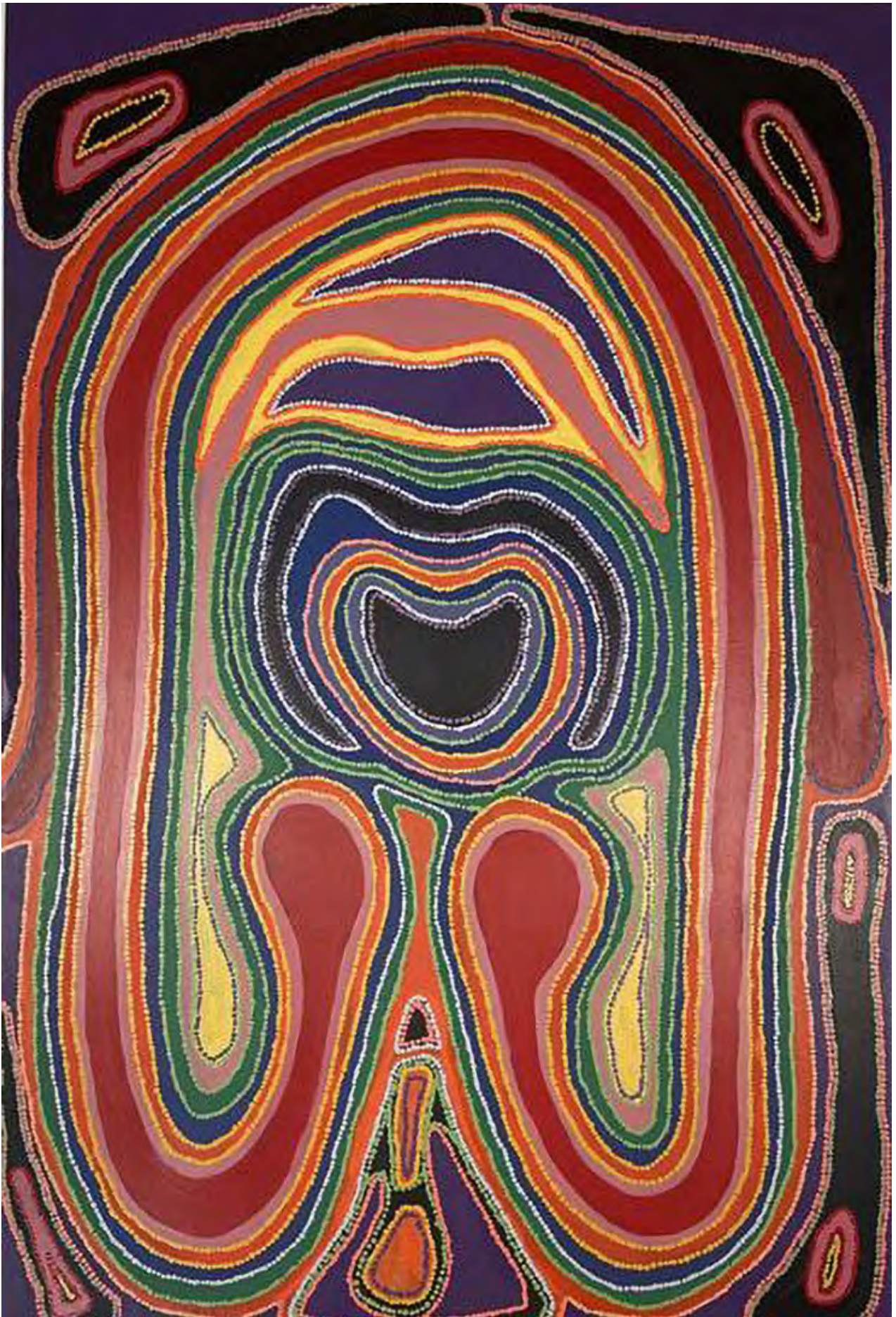
The Countess Report, 2019 Elvis Richardson, Sheila Foundation Ltd, (formerly Cruthers Art Foundation) NAVA, has noted an increase from 39% (2016) to 53% (2019) of artists hung in exhibitions in commercial galleries across Australia are women. Despite the increase, a gap still exists as more than 70% of art school graduates are women. There is still more to be done to raise the profile of women artists as the report also showed that "state galleries and museums continue to significantly under-represent women in their collections and exhibitions."

In its short eight year history, the Ravenswood Australian Women's Art Prize has contributed to raising the profile of women artists in Australia. Finalists have been offered exhibitions nationally and internationally, artists who first entered the Art Prize as emerging artists now consider their status as professional and the interest and support from women artists for the Art Prize has grown exponentially.

Most significantly, the Art Prize has created a platform to engage women artists - Professional, Indigenous Emerging and Emerging - from across Australia. It is the mission of the Ravenswood Australian Women's Art Prize to amplify the relevance and reality of careers in art for current and future generations of Australian women.

- **The Ravenswood Australian Women's Art Prize is Australia's highest value art prize for women artists with \$58,000 in prize money.**
- **Ravenswood Australian Women's Art Prize received 60% more entries than the Archibald Prize**

**A leading independent online resource for artists across Australia.*



2024 Professional Artist Finalist Pauline Sunfly, *Murunpa, South of Lake Mackay*

Raising the Profile of Women Artists and Indigenous Women Artists

The Ravenswood Australian Women's Art Prize seeks to inspire through:

- Identifying, promoting, encouraging and celebrating exceptional professional and emerging women artists;
- Supporting diversity and equality of women artists in the arts sector in Australia;
- Increasing awareness and support for the rich diversity and creativity of Indigenous culture to close the gap between Indigenous and non-Indigenous artists. This includes providing a prize specifically for Indigenous emerging women artists to promote, support and nurture their recognition on a national level;
- Exhibiting high quality professional and emerging art to the public, both in person and online;
- Supporting an extensive network and community of support for women's art in Australia through collaborative partnerships;
- Promoting artistic education and facilitation with schools and young people.

The Judges

The Ravenswood Australian Women's Art Prize acknowledges and strengthens the role of women in the arts industry. The Art Prize judges work in the arts industry, including art practitioners, art educators, researchers and curators, and are recognised both nationally and internationally. The judging panel is selected annually, overseen by newly appointed Prize Patron Jade Oakley. Jade is a renowned public artist who creates artworks that connect communities to their environment. Jade has worked as a public artist for 15 years, making sculptures that explore nature and provide moments of reflection and discovery in the urban environment. Jade creates delicate, joyful artworks in her studio practice which are adapted to become enduring public artworks.



Some of the 2024 Judges, from left to right: Kathryn Minkley, Katrina Collins, Lara Merrett and Jade Oakley (Patron)

Marketing and Promotion

The Ravenswood Australian Women’s Art Prize provides partners with an exciting opportunity to champion the arts sector in Australia, raise the profile of women artists and celebrate Indigenous women artists through a range of highly engaging and personalised marketing, media leveraging and money-can’t-buy experiences. For the past eight years the Prize has been held in Gordon, on Sydney’s North Shore while amplified nationally via a global live-streamed event and a virtual exhibition. This diverse offering provides

partners with a range of opportunities to engage their targeted audiences locally, regionally and nationally. An extensive annual digital marketing, social media, local area marketing, print advertising and public relations campaign is implemented, providing a range of opportunities to achieve objectives of the Prize while supporting our Partners in achieving their business and marketing objectives (across increased brand awareness, recognition, credibility, lead generation, sales, business growth, diversity, and sustainability).

Timeline

2025 Entries Open	2025 Paid Marketing Campaign	2025 Entries Close	2025 Finalists Announced	2025 Art Prize Opening Night & Exhibition of Finalists (Two Weeks)	2025 Post-event Marketing Campaign
Q4 2024	Q4 2024 - Q3 2025	Q1 2025	Q2 2025	Q2 2025	Q3 2025

2025 **Art Prize Website and Social Media Platforms**
ALWAYS ON



Ravenswood Australian Women’s Art Prize 2024 Opening Night

Partnering with Ravenswood Australian Women’s Art Prize

Audience

Ravenswood Australian Women’s Art Prize provides partners with a range of audiences for engagement:

- Women artists across Australia – Professional, Emerging and Indigenous Emerging – as potential entrants, as well as being part of the broad art community supporting the Art Prize;
- Galleries across Australia, including Indigenous studios – as potential for entries, promotion of the Art Prize, as well as attracting visitors to the exhibition and collectors of art;
- Art lovers, hobby artists, collectors of art, organisations who purchase art, visit exhibitions and support the art sector broadly;
- Community and individuals who attend art exhibitions; individuals and organisations who support the Arts in Australia locally, regionally, nationally and globally; and
- School and university students who study art and creative industries, and their families who support their studies.

Partnership Exposure

- In 2024, 9679 artists were registered with the Art Prize representing a 20% increase on the 2023 Art Prize. In just eight years registrations have increased by 800%.
- Entries in the Art Prize have increased from 789 in 2017 to 1616 entries in 2024, representing a 104% increase.

- Annually over 3.1 million people combined reach and over 7.1 million combined impressions via cross media platforms (Website + Digital + Print + Multi-media content + Direct), excluding Partners’ reach.
- Annually over 2.2 million people reached via Ravenswood’s Art Prize national print campaign.
- More than 52,400 visits to Ravenswood Australian Women’s Art Prize website from June 2023 to May 2024, with nearly 10,000 visits during the month of March 2024 when 2024 Finalists were announced.
- Ravenswood Australian Women’s Art Prize combined social media followers total 9,313 across Instagram and Facebook. The reach is amplified by Ravenswood School for Girls combined social media platforms totaling 25,442 followers across Instagram, Facebook, Twitter, Youtube and LinkedIn.
- Instagram followers as of June 2024 reached 8013, a 20% increase over 12 months. In May 2024 the Instagram profile visits increased by 51% compared with the same period in 2023 also an 9% average post engagement rate (demonstrates highly engaged and active audience). Typical post engagement range is 1-5%.
- Seven EDMs sent to the Art Prize database of 20,000 annually.
- Exhibition of the Finalists is viewed by thousands of art lovers during the two-week exhibition period, both online and face-to-face.
- Over 400 people attend the Opening Night including Government representatives, media, finalists, partners and art lovers.

Ravenswood Australian Women’s Art Prize		Archibald Prize: National Portrait Art Prize
2017	2024	2024
ENTRIES 789	ENTRIES 1616	ENTRIES 1005
FINALISTS 85	FINALISTS 117	FINALISTS 57



“ The Ravenswood Australian Women’s Art Prize is a good cause that enables emerging women artists to focus on their practice. ”

EMERGING ARTIST PRIZE PARTNER

The Reed Family Foundation

Karola Brent

“ It’s a part of our joy and obligation we feel to support what is a wonderful forum for creative artists from the rural and regional space. ”

GOLD MEDIA PARTNER

R.M. Williams Outback

Mark Muller, Editor-in-Chief



“ We are proud to be a continuing sponsor of this important program, which is advancing art and opportunity for emerging, established and Indigenous women artists in Australia. This partnership strongly aligns with Buildcorp’s mission to create balanced teams through investing in pathway opportunities for women and men in construction and community. ”

SILVER PARTNER

Buildcorp

Tony Sukkar AM, Group Managing Director and Josephine Sukkar AM, Principal & Co-Owner



“ We are really excited to be part of the Ravenswood Australian Women’s Art Prize. For us it is all about community, empowerment and the belief that every creative voice deserves to be heard. ”

GOLD PARTNER

The Marshall Group

Craig Marshall

**THE
MARSHALL
GROUP.**



Informational text panel, likely providing details about the artwork or the exhibition.



Partnership Benefits

There are a range of partnership benefits available. The type of benefits and frequency of benefits are offered to partners based on their partnership tier level and length of commitment to the Prize.

Branding

- Naming rights (Prize, Category, Event)
- Acknowledgment of partnership level (Naming Rights, Platinum, Gold, Silver, Bronze, Community, Media)
- Acknowledgement and logo in media pack and on media releases
- Advertisement in program (full page, half page, quarter page)
- Acknowledgement in program
- Name/logo on Art Prize printed and digital collateral
- Name/logo on Art Prize invitations
- Promotion and name in the school magazine Semper (distribution 6,000+)
- Name/logo on Art Prize website for the period of the sponsorship (linked to partner organisation)
- Digital advertising on Art Prize website
- Name and logo on all Prize E-Newsletters
- Solo E-Newsletter to Prize database (20,000+)
- Targeted social post on Prize social platforms
- Name/logo social media thanks partner Prize posts.

Event Activation

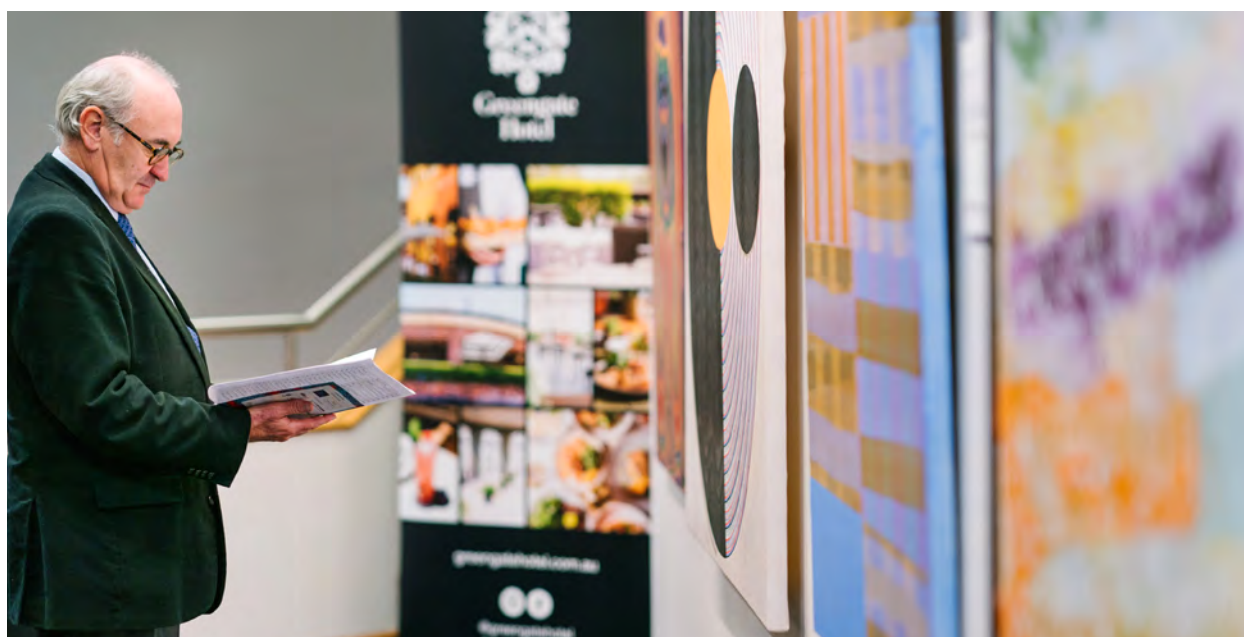
- Partner supplied pull up banner at Opening Night and during Exhibition of the Finalists
- 30 second TVC on Opening Night
- Partner Acknowledgment in Opening Night Address
- Opportunity for organisation/product display at Opening Night

Ticketing

- Complimentary VIP tickets to Opening Night

Money Can't Buy Experiences

- Private guided tour of Exhibition of Finalists by one of the official Prize judges for up to 10 people
- Complimentary venue hire to host an event in space during exhibition
- Winner or highly commended artist to conduct an art masterclass for partner organisation
- 1 x judge to be a guest speaker at event of partner choice
- 1 x Finalist artwork of partner choice on display at organisation for an agreed period of time





2024 Professional Artist Finalist, Jan Downes, *Materialised*

PROUDLY SUPPORTED BY

GOLD COMMUNITY PARTNERS



GOLD MEDIA PARTNERS



SILVER PARTNERS



HIGHLY COMMENDED AWARDS

Lindfield and Districts Community Bank

INDIGENOUS EMERGING ARTIST PRIZE

Guardian and Scarborough Foundation

EMERGING ARTIST PRIZE

The Reed Family Foundation

PEOPLE'S CHOICE AWARD

Edwina Palmer

BRONZE PARTNERS



ravenswoodartprize.com.au

RAVENSWOOD SCHOOL FOR GIRLS

A Uniting Church School for Girls.
Prep-Year 12, Boarding from Year 7

10 Henry Street Gordon NSW 2072

+61 2 9498 9898 | ravenswood.nsw.edu.au

CRICOS 02306K | ACN 645 099 289



Ravenswood