



GALLERY **commons**

A Community Gallery Space

Expression of Interest Guidelines
December 2026 – June 2027

GALLERY COMMONS

Gallery Commons is an exciting new pop-up gallery opportunity in the heart of Geelong.

Located at Market Square Geelong, Malop Street, the space offers Geelong local artists a central street-facing venue to exhibit, test, share and sell their work directly to the community.



Gallery Commons is a subsidised exhibition space supporting creative participation, experimentation, community storytelling, design, culture and creative industry development.

Located within Market Square on Malop St in Geelong's CBD, Gallery Commons provides accessible exhibition and activation opportunities that contribute to a vibrant, creative and inclusive city centre.

The space is designed to:

- Support artists, designers, creatives and cultural practitioners.
- Encourage community storytelling and cultural expression.
- Showcase creative projects, exhibitions and installations.
- Foster experimentation and creative industry development.
- Strengthen community participation in arts and culture.
- Activate the CBD through accessible and engaging creative experiences.
- Support the City of Greater Geelong's Creative City and UNESCO City of Design aspirations.

Gallery Commons seeks to fill the gap between free community display spaces and commercial galleries, providing a professional yet affordable exhibition environment.

How to access the space

Gallery Commons operates in a similar way to a community hub. Once you have collected the keys from the City, you have flexibility in how you use the space.

How work is installed, how the space is presented, and when or whether it is open to the public is your responsibility.

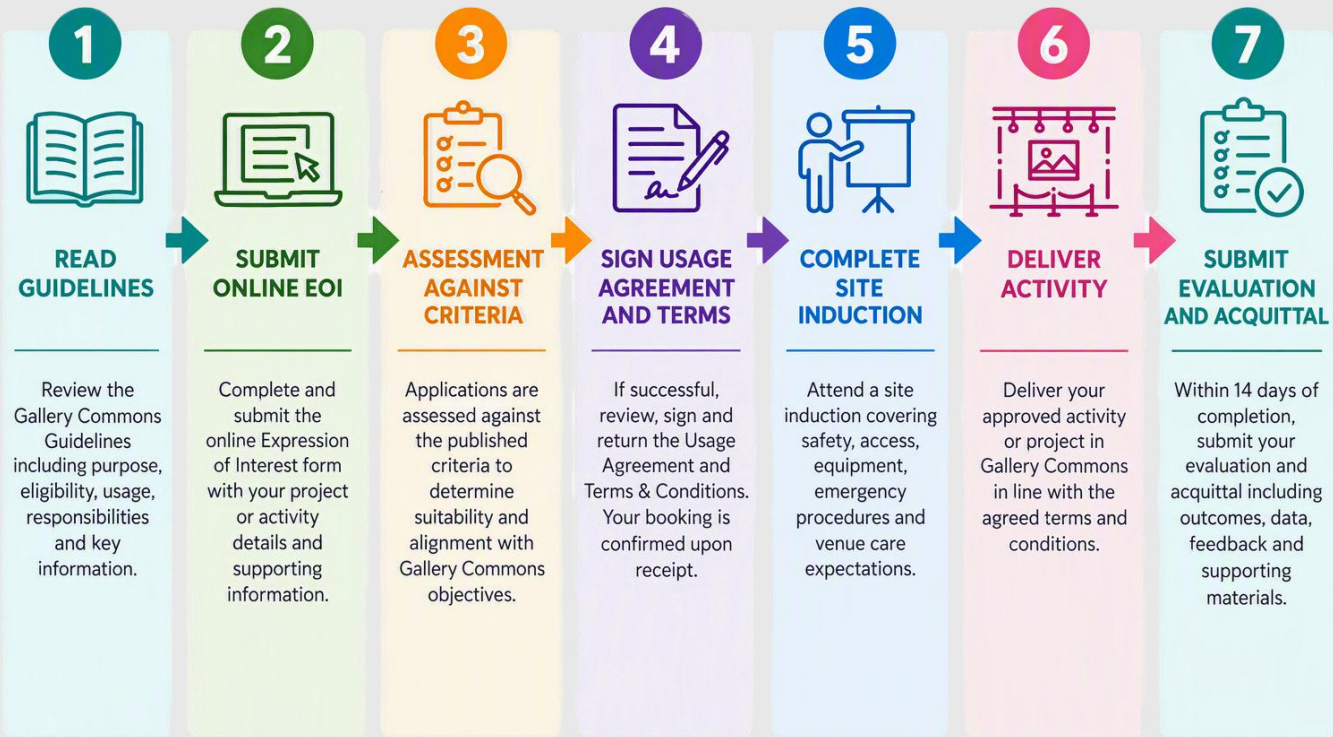
To help ensure the space supports its intended purpose of activating the CBD and fostering community participation, the City manages access through an Expression of Interest (EOI) process.

Individuals, groups and organisations wishing to use Gallery Commons are invited to apply, which will be assessed against the space's aims and selection criteria.

Expression of Interest Process

This EOI process supports the City's goal of activating Gallery Commons as an accessible, inclusive and vibrant creative space that enables community participation, professional creative practice and CBD activation.

GALLERY COMMONS EOI PROCESS



Exhibition Hire Fees

Gallery Commons operates on a subsidised pricing model designed to maximise access for artists, community organisations and creative practitioners while supporting sustainable operation of the venue.

User Type	1 Week	2 Weeks	4 Weeks
Community & Not For Profit Groups	Free	\$100	\$250
Schools & Education Providers	Free	\$175	\$300
Individual Artists (Early-Mid Career)*	\$150	\$250	\$450
Individual Artists (Established)*	\$250	\$450	\$750
Universities & Research Projects	\$350	\$600	\$1,000
Commercial Galleries, Agencies & Business	\$750	\$1,500	\$2,500

* As defined by the National Association of Visual Artists [\(NAVA\) Code of Practice](#)

Additional charges may apply for:

- Equipment hire – if required, to be sourced by the user
- Venue and install support – if required
- Additional cleaning
- Damage or repairs

Details will be outlined in the Usage Agreement.

Artwork Sales

Gallery Commons supports artists' economic participation but way of **No Commission on Sales**

- Artists retain **100% of artwork sales**.
- Council does not take commission on artworks sold during exhibitions.
- Hirers are responsible for managing sales processes, payments and taxation obligations.

Community Access Commitment

Gallery Commons prioritises access for the creative and community sectors.
To maintain this commitment:

- A minimum of **50% of the annual exhibition program** will be reserved for community, cultural and creative sector applicants.
- Priority may be given to projects demonstrating broad public benefit.
- Council may balance programming to ensure diversity of participants, artistic practice and audiences.

University and Education Partnerships

Gallery Commons supports creative learning and research.

The subsidised rates apply to:

- Student exhibitions
- Graduate showcases
- Research projects
- Design studios
- Education-led community engagement projects

Partnerships with Deakin University, The Gordon and other educational institutions are encouraged.



Available Facilities and Equipment

Gallery Commons includes:

- Professional exhibition space
- Flexible open-plan floor area
- Exhibition walls including hanging track
- Lighting infrastructure
- Power access

*Available equipment:

- Hanging system
- Some display plinths of various sizes
- 55" Smart TV monitors
- 32" monitors
- Media Players
- Install equipment
- Invigilation and visitor furniture

Installation and technical requirements must be identified in the application.

* Equipment is shared across multiple spaces and is subject to availability



Installation and Deinstallation

The users of the space are responsible for all install and deinstall activities. These plans must be approved by the City before they proceed. If assistance is required, we can recommend professional installers who can be engaged by the user. The professional installers are fully inducted into the space and come with their insurances.

Invigilation of Space

Users of the space are responsible for invigilation and opening and closing the space to the public. This plan must also be approved by the City before proceeding and must take into account the personal safety of those sitting in the space.

Gallery Commons Guidelines for Applications and Use

TYPES OF ACTIVITIES SUPPORTED

Design Commons supports creative, cultural, community, learning and innovation activities.

 Exhibitions Solo • Group • Touring • Graduate • Design • Community Exhibitions	 Community Storytelling Community-led Stories • Oral History • Heritage • Neighbourhood Projects • Cultural Celebration	 Creative Practice Creative Development • Installations • Design Prototypes • Design Showcases • Residencies
 Learning & Participation Workshops • Artist Talks • Community Engagement • Education • Public Presentations	 Research & Innovation University Research • Creative Technology • Design Research • Creative Industry Initiatives	 Not Supported Unsafe Activities • Campaigning • Hate or Discrimination • Property Damage • Activities that Conflict with Council Policies • Primarily Retail or Trade Activity Without a Public Creative Outcome

Council reserves the right to decline applications that do not align with the purpose and objectives of Design Commons.

Priority may be given to projects that align with Council's community, cultural, design, accessibility and city activation objectives.

Artists may apply for full-space hire, half-space hire, or shared use with another artist or collective. Installation and projection works are welcome, subject to safety, suitability and technical assessment.

Applicants must submit exhibition details, support material, preferred exhibition times, space requirements and any assistance required. Hirers must comply with relevant City of Greater Geelong venue hire conditions.

Activities Not Supported

- Applications will generally not be accepted for:
- Activities that create unacceptable safety risks.
 - Political campaign activities.
 - Projects promoting discrimination or hate.
 - Activities that may damage Council property.
 - Projects that conflict with Council policies or legislation.
 - Primarily retail, commercial sales or trade activities that do not demonstrate public or creative outcomes.

Council reserves the right to refuse applications that do not align with the purpose of Gallery Commons.

Eligibility

- Applicants are a Geelong local artist, collective or creative practitioner, or is applying on behalf of Geelong local artist/s.
- Applicants are aged 18 years or over or apply through a responsible adult / organisation if under 18.
- Application is complete and submitted by the closing date.
- Applicants agree to comply with Gallery Commons Expression of Interest terms and City of Greater Geelong hire conditions.
- Applicants can meet insurance, safety, access and operational requirements where applicable.

EOI Assessment Criteria

EOI's will be required to address the following criteria:

- **Alignment with Purpose:** Supports creative practice, cultural participation, community activation or learning
- **Community Benefit:** Delivers community, cultural, social or economic outcomes
- **Quality and Feasibility:** Demonstrates clear planning and achievable outcomes
- **Diversity and Inclusion:** Encourages participation from diverse communities and audiences
- **Capacity and Suitability:** Appropriate for the space, facilities and operational requirements
- **Priority Outcomes:** Aligns with the City's target users and purpose for Gallery Commons

Expression of Interest Assessment Criteria

Stronger applications clearly show how the project contributes to the purpose and objectives of Gallery Commons.

 Alignment with Purpose Creative participation • community storytelling • design and innovation • CBD activation • local artists and cultural expression • learning and knowledge sharing	 Community Benefit Public value • participation • connection • learning • visibility for local creatives • a vibrant and active city centre	 Quality & Feasibility Clear concept • realistic timeline • resources identified • preparation • risk management • marketing and engagement plans
 Diversity & Inclusion Physical access • affordability • cultural safety • diverse representation • accessible promotion • underrepresented communities	 Suitability Appropriate scale • technical needs • health and safety • public access • occupation length • supervision • neighbour impacts	 Priority Outcomes UNESCO City of Design • CBD visitation • community engagement • local creatives • First Nations stories • multicultural diversity • access and inclusion • emerging practitioners

Applicant tip: You do not need to address every criterion equally, but strong applications clearly demonstrate public value, planning, inclusion and fit with Gallery Commons.

Responsibilities of the Successful Applicant

Successful applicants are responsible for:

Successful Applicant Responsibilities

Complete these steps in order once your application is approved.



Before Occupation

- Sign the Usage Agreement
- Provide required documentation
- Complete induction requirements
- Cover all costs associated with the activity



During Occupation

- Adhere to approved use conditions
- Maintain safe operations
- Supervise participants and visitors
- Protect facilities and equipment
- Follow directions from Council staff
- Report incidents or damage promptly



After Occupation

- Return the space to it's original condition
- Remove all materials and equipment that don't belong
- Complete evaluation requirements

Applicant tip: These responsibilities help ensure a safe, inclusive and welcoming space for everyone and support the ongoing success of Gallery Commons.

Insurance and Risk Requirements

Successful applicants may be required to provide depending on the proposed activity, Public Liability Insurance (\$20 million minimum); a Certificate of Currency and a Risk Assessment.

Marketing and Communications

Successful applicants are responsible for all marketing and communications about their activation and must share marketing copy and images with the City for promotional purposes.

Evaluation

At the conclusion of usage, successful applicants will be required to submit an evaluation report (using a provided template) which includes both qualitative and quantitative observations of the space.



Key Dates and Timelines

Round 1: for the period between December 2026 – June 2027

Applicants can apply for a minimum of 1-week during this time period

Milestone	Timeline
EOI Applications Open	Wednesday 7 October 2026
EOI Applications Close	Monday 2 November 2026
Notification of Outcome	By Friday 20 November 2026
Site Induction	At least 2 days prior to install
Evaluation Due	Within 14-days of completion

Disclaimer

The City has been granted a month-to-month lease agreement to provide this pop-up and occupy the space. This means that should a commercial tenancy be secured, Gallery Commons will be required to vacate.

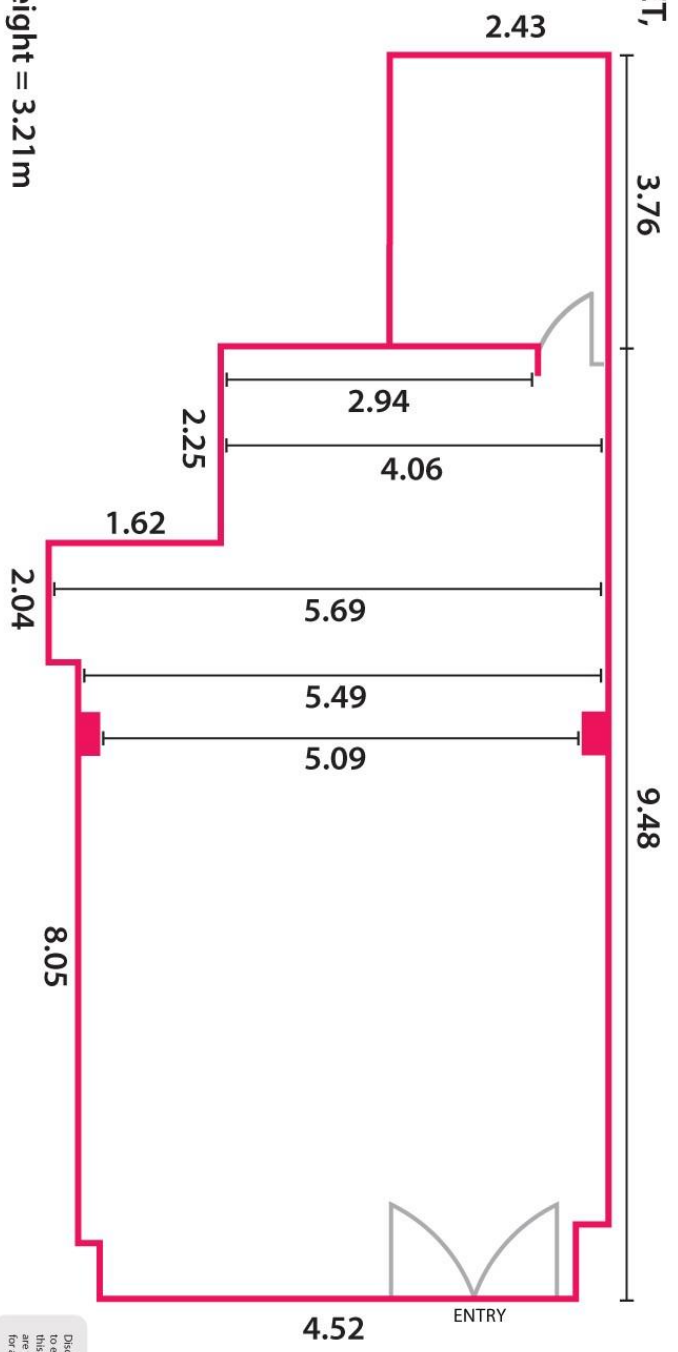


Further Information

If you have any questions regarding the guidelines or application process, please contact the Creative City Team at creativecity@geelongcity.vic.gov.au

78 MALOP STREET,
GEELONG

63.5m² APPROX.
Floor to ceiling height = 3.21m



Malop St

Disclaimer: Whilst every precaution is taken to ensure information provided regarding this property is accurate, the measurements are for guidance only and are not to be used for any other purpose.