

Pricing Policy

Waxing lyrical about life as an artist

My new way of pricing means everyone pays the same tuition rate but your material cost depends on the size and type of item you make. I believe my classes are excellent value and I hope you do too. You have full use of a most comprehensive and inspiring array of materials from my studio, many hand dyed threads, silks and fibres collected over many years. I also have nearly 20 years of felt making experience and am a fully qualified registered teacher so I hope you feel that you get excellent tuition and materials. All felting equipment e.g. bubble wrap template materials, soap etc. are provided for you to use in class.

Being a fulltime artist is the way I choose to make my living and how I financially support myself and my family. My living gives me such joy and therapy is a bonus! I need to support myself financially and am lucky to combine my pleasure and my work. I would like to outline the things I have to take into account when pricing my classes and work.

As an artist I continuously make efforts to learn, which means purchasing books and studying with international and interstate tutors. This often requires travelling and expense. I am also a paid member of a variety of organisations which are involved with textile arts - this keeps me fresh and learning as well. Part of the artistic process is to trial new materials and source products to use to facilitate my creative journey along with my journey as an educator - and therefore your journey as students. This means a lot of playing and mistake making which is a hidden (but lovely!) cost... I never feel that something is wasted when I have learnt so much from a "failure " and any way, there is no such thing as waste with felt, just chop it up and make something new or throw it in the dye pot! This all takes time and energy.

I have full public liability insurance for workshops necessary to cover the type of classes I do. Many artists neglect this safety net for their students but I have chosen to be fully covered for all my workshops both at home and abroad. I also have to have product liability insurance as well, as I sell products. Running a small business I also have to pay GST of 10% on all classes. Electricity has risen substantially and the general overhead costs of running a studio professionally have increased (e.g. freight, advertising, cleaning and postage etc.). To do classes I have to "hold" a lot of stock and this is costly. You also need good office equipment for running a business, fax, computer, printer, papers, stationary business cards and flyers etc. At times I need to employ people to help with all manner of things, computing work, graphics and things I don't have the skills to do but need to have as a professional - such as having to get professional photos taken at times to present my work in the best possible way. And then there is the artists nightmare... bookkeeping and accountants and BAS statements to do! A lot of time needs to be spent on administration and the business side of things as well as archiving images and ideas.

As a professional teacher I have to spend a lot of time making new innovative works, making class samples and generating ideas which requires a constant stream of inspiration and sometimes inspiration is a tricky thing. It can't be conjured up at a whim - it needs to be developed over time. I can spend whole weeks at a time documenting classes and writing up teaching submissions. It is fun but takes a lot of time and energy away from my other creative processes.

I am dedicated to my chosen art and have spent the last 18 years devoted to a medium I love. It is fun but is also hard work. Sometimes people say "Oh you are living the dream" and in so many wonder-filled ways I am – and truthfully I'd want to be after all this time!! But I guess they don't see the creative struggle and the nightmarish confronting parts of "the job" that are just part of dedicating yourself to your art. Trying to make a living as an artist is, when it boils down to it, a hard, unforgiving but immensely rewarding inner and outer work. Life in a studio, often by yourself, is not always easy and that is why I love teaching and having you all visit for classes! I get to spend quality time with the best people. I am SO eternally grateful for all who support my work and my studio. I thank you sincerely. Without you the amazing life I love to live would not be possible.

I guess I am saying much of this to encourage you to remember to support artists in all fields of endeavour trying to make a living from their work. They bring such joy to people's lives and are such an essential part of a healthy culture and world. There are so many easier ways to spend your days and make an income, but few ways that are so rich and meaningful. The very essence of life is creativity! Please especially support all those you know who teach and share their craft and their passion for their art - they are little gems in this busy world we live in.

I look forward to introducing you to the wonderful world of feltmaking. Wendy