

Expression of Interest

Aboriginal Art Project – Welcome to Country

1.0 PROJECT OVERVIEW

1.1 Private Art Commission

In April 2016, the State Government announced funding of \$48.2M towards a \$58.2M project to develop a new visitor facility at the Penguin Parade with the Nature Parks committing to funding the remaining \$10M. This very substantial investment will significantly improve the visitor experience and contribute to the Nature Parks' vision for the Summerland Peninsula including the reclamation of 6.7 hectares of habitat for penguins and wildlife.

Phillip Island Nature Parks is inviting suitably experienced Aboriginal and Torres Strait Islander artists to create a sculptural artwork for inclusion in the Welcome to Country area at the new Penguin Parade Visitor Centre. The purpose of this artwork is to recognise the Traditional Custodians of the land, the Bunurong people and welcome visitors to their Country.

This project provides the artist with a significant opportunity to showcase their work as the art piece will be part of the arrival experience for over 740,000 visitors annually. It will be located at the entry to the Welcome to Country area, immediately outside the new visitor centre. We'd like the art piece to:

- represent the cultural heritage values of *Milow!* (Phillip Island);
- represent the Traditional Custodians, the Bunurong People;
- showcase the Penguin Parade as an iconic eco-tourism destination;
- add value to the quality of the experience to visitors from all over the world; and
- provide a visual piece that will capture and stimulate visitor interest, becoming a focal point that visitors can interact with and photograph.

Artists are invited to submit design concepts that meet the above guidelines and deliver an innovative and creative artwork that will inspire and engage visitors to the Penguin Parade.

1.2 Budget

A budget of \$30,000 has been allocated to this project.

The fee will cover all costs associated with creating the artwork including materials, labour, fabrication, artist fees, installation and a scheduled maintenance plan. Nature Parks will oversee the installation to ensure environmental, access and safety requirements are met.

The budget component of the submission is detailed in Section 3.

We acknowledge the Traditional Custodians of the land on which we live, work and learn, the Bunurong People. We pay our respects to Elders past, present and future.

1.3 Process

Stage 1 - Expression of Interest (develop and submit proposed design concepts)

Stage 2 - Submissions reviewed by selection panel

Stage 3 - Commissioning of successful artist(s)

Stage 4 - Artwork production

Stage 5 - Artist(s) deliver completed artwork (commission acceptance)

Stage 6 – Installation

2.0 PROJECT BACKGROUND

2.1 Phillip Island Nature Parks

Phillip Island Nature Parks is a non-for profit organisation dedicated to protecting nature for wildlife and inspiring people to act for conservation. We are an organisation committed to reconciliation and recognition for Aboriginal and Torres Strait Islander Peoples. We are about to launch our third Reconciliation Action Plan which is implemented by our Reconciliation Advisory Committee made up of Nature Parks' staff, Traditional Custodians and members of Bass Coast's Aboriginal and Torres Strait Islander Community.

This commissioned art piece aims to demonstrate our organisation's respect and to create an acknowledgement of the Traditional Custodians of this Country and an understanding of its deep significance to them. We see this area providing a great opportunity for Traditional Custodians to share their stories and bring light to the important cultural heritage values of the area. The area can support Welcome to Country ceremonies, dance performances, a meeting place for visiting Aboriginal and Torres Strait Islander Peoples, Aboriginal heritage tours and cultural education programs.

2.2 Stakeholder groups

Submissions will be considered by Traditional Custodians and members of the Aboriginal and Torres Strait Islander Community via the following stakeholder groups:

- Bunurong Land Council Aboriginal Corporation (BLCAC)
- Nature Parks' Reconciliation Advisory Committee (RAC)

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3.0 SPECIFICATIONS

3.1 Size

The area allocated for the artwork is 6 metres x 3 metres and the art piece should not exceed 5 metres in height.

In selecting materials for use in the construction of the art piece, artists should consider cultural appropriateness, sustainability, and durability of materials as the work will be installed in an outdoor environment exposed to coastal elements. Please see the attached appendix for the specific location for the art piece. The location is not negotiable.

3.2 Timeline

7 January 2019	Expression of interest (EOI) opens
18 January 2019	EOI closes
21-28 January 2019	Evaluation of submissions
February 2019	Artist/s notified of outcome
February 2019	Contracting of successful artist/s
30 May 2019	Completed artwork delivered to Phillip Island Nature Parks
June 2019	Installation

4.0 SELECTION PROCESS

4.1 Selection Criteria

Selection Criteria	Weighting
Overall concept, creative approach and understanding of the brief	30%
Ability to deliver - understanding of the budget, process, timeline and fabrication and installation processes	30%
Demonstrated knowledge of Aboriginal culture heritage of Phillip Island and Traditional Custodians	40%

4.2 Selection Panel

A selection panel will select its preferred artist using the selection criteria detailed in Section 4.1 and the selection panel will consist of representatives from the Nature Park Executive, Nature Parks' Reconciliation Advisory Committee, Bunurong Land Council Aboriginal Corporation and Regional Arts Victoria.

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4.3 Notification of Selection

The successful artist/s will be notified once the selection process has been completed. All respondents will be notified as soon as possible after the final decision.

Ailsa Batey, Interpretation and Visitor Engagement Coordinator will be the Project Manager and is the primary point of **contact** for artists.

A Commissioning Agreement will be developed between the successful artist and Phillip Island Nature Parks and will make sure there is a clear understanding of all facets of the project. The agreement will be based on the Commissioning Agreement: Private or Commercial Visual Artwork from Arts Law Centre of Australia.

4.4 Concept Copyright

The Artist will retain the intellectual property and copyright of the concepts they have proposed as part of the EOI process.

4.5 Project Acceptance, Ownership and Copyright

Phillip Island Nature Parks will take ownership of the artwork once it has been completed.

The legal title and copyright of the work will be spelled out in the agreement between the artist and Phillip Island Nature Parks.

The contract will provide licence for Phillip Island Nature Parks to have unrestricted use of the artwork provided that the name of the artist, title of the work and date is acknowledged.

Additionally, Phillip Island Nature Parks will require the artist not to reproduce the exact artwork for any other party.

5.0 APPLICANTS REQUIREMENTS

Interested artists should apply with the following:

Concept Statement in writing, rough sketch or digitally rendered form, whichever medium is most suitable for the artist to communicate their ideas. This could also be presented verbally as guided by the artist. The statement should include:

- Conceptual methodology and possible artwork approach;
- How the design relates to or expresses the concept design guidelines;
- How the design relates to the artists previous experience;

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- A statement confirming the artist's ability to meet the budget and the program. Provide a breakdown of the budget and how it will cover all expenses;
- An artist biography;
- Proof of Aboriginal and/or Torres Strait Islander descent;
- Names and contacts of two relevant referees; and
- Details of auspice or individual ABN and GST status.

Submissions close by 5pm on Friday 18 January 2019

Note: Application support can be provided, if required please contact that Project Manager.

Applications should be marked to the attention of the Project Manager and can be;

- Emailed to abatey@penguins.org.au
- Mailed to P.O Box 97, Cowes VIC 3922
- Delivered to the Penguin Parade Visitor Centre - 1019 Ventnor Rd, Summerlands VIC 3922

6.0 CONTACT INFORMATION

Project Manager

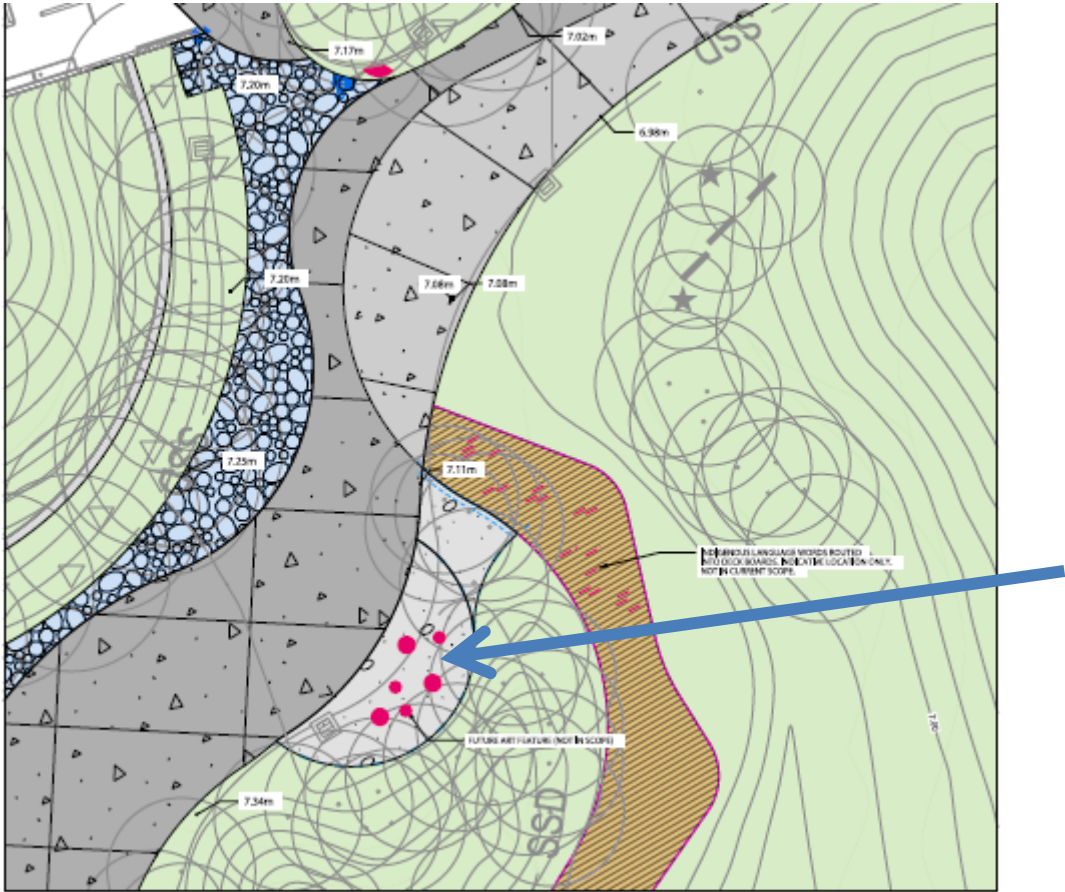
Ailsa Batey

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7.0 Appendix

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