

Expression of Interest

Design of NAIDOC Week Street Banners

Liverpool City Council

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Contact

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1. INTRODUCTION

1.1 Liverpool Local Government Area

Liverpool is part of the south western urban fringe of Sydney, and is one of Australia's most culturally-diverse cities. Liverpool has a long history and significance for Aboriginal owners – the Darug and Gandangara tribes – as well as those communities who have been settled in the area in the past two centuries. Liverpool also has a rich military history which dates back to the early 1800s, including being the site of one of the first soldier settlements in 1919.

Liverpool's population is over 200,000 and is expected to reach 250,000 by 2020. The Liverpool LGA is incredibly diverse, consisting of an expanding and lively city centre where major commercial and recreational activity exists. In addition, Liverpool is a culturally diverse LGA. It is home to over 140 language groups, with 40% of its population born overseas.

One of Liverpool City Council's (Council) core business activities is to present and produce innovative and creative cultural programs which celebrate the LGA's diverse communities and rich history. Council aims to make the Liverpool LGA a destination of choice for Sydney's south west audiences to participate in arts, heritage and historical, cultural and leisure experiences. Council's cultural programming is developed with community development and partnership as its model and ethos. This ensures that the outcomes delivered genuinely speak to and with the community, and that Council is an active part of the broader South West Sydney cultural and community life.

1.2 NAIDOC Week

NAIDOC Week celebrates the history, culture and achievements of Aboriginal and Torres Strait Islander peoples. NAIDOC Week is celebrated by all Australians and is a great opportunity to learn more about Aboriginal and Torres Strait Islander communities.

With Liverpool's particularly rich military history, it is fitting that those who participated in World War I are appropriately commemorated and honoured, together with those involved subsequently in a century of military and peacekeeping service by Australian personnel.

Liverpool celebrates the survival of Aboriginal and Torres Strait Islander people and we acknowledge their right to live according to their own beliefs and cultures. Liverpool is committed to preserve past, present and future identified Aboriginal sites and cultural landscapes.

1.3 Liverpool Flags and Banners

One component of NAIDOC Week is the placement of decorative street banners throughout the Liverpool LGA. These banners will be installed along main streets and gateways in the lead-up to NAIDOC Week 2019 (7-14 July) and 2020 (exact dates to be confirmed). They will be displayed for approximately six weeks, and will contribute to the vibrancy of the urban landscape and reflect the spirit of respect and celebration that underpins Council's NAIDOC Week program.

2. CALL FOR EXPRESSION OF INTEREST

Council is seeking EOIs from suitably experienced artists to submit artwork concepts for the banners. Submissions must address the Project Brief in Section 3. Collaborations are welcome.

Elements of the successful banner designs may also be used in Council's marketing of the overall NAIDOC Week suite of programming.

Submissions close on **Friday 22 February 2019 at 5pm**

3. PROJECT BRIEF

3.1 Artwork Brief

Two banner designs are required. Artists may submit up to four designs for consideration.

Some themes, ideas and design guidelines to consider are:

- (a) The designs must celebrate the history, culture and achievements of Aboriginal and Torres Strait Islander peoples.
- (b) Although each banner will show a different design, there should be a uniformity of design and style in the overall selection
- (c) The words **NAIDOC Week** should feature on each design
- (d) The Council logo (included in this document) must feature at the bottom of each design.
Note that logos should not take up more than 10% of the total banner size.

3.2 Project Budget

The successful artist will be paid a fee of \$2,000 (excluding GST) for the completion and delivery of two final banner designs.

3.3 Technical Considerations

- (a) There are 162 flags and banners throughout Liverpool LGA, of varying sizes. Artists should consider that the final artwork will be scaled to the appropriate sizes and should submit designs that are flexible to this. The dimensions of banners are as follows: 2000x670mm, 3000x1000mm, 4000x670mm, 3300x1500mm. The majority of banners are 3000x1000mm.
- (b) Final artwork files need to be submitted as high resolution pdf and eps files.

3.4 Key dates

| | |
|------------------|--|
| 21 January 2019 | Expression of Interest opens. |
| 22 February 2019 | All submissions due by 5pm. |
| 8 March 2019 | Successful submission announced. |
| 16 April 2019 | Final design files submitted to Council. |

4. SELECTION PROCESS

Submissions must be sent in a high resolution format (PDF and eps) and emailed to Susana Freitas, Tourism Development Officer, FreitasS@liverpool.nsw.gov.au

A Selection Panel will review and evaluate all EOIs, and will decide the successful submission.

4.1 Selection Criteria

Submissions will be evaluated according to, but not limited to, the following criteria:

- a) The artist's skills, experience and capacity to undertake the project; and
- b) The artistic values of the proposal: originality, design, and response to the Project Brief.

4.2 EOI Check List

Submissions should address the Project Brief outlined in Section 3 and include the following:

- a) A completed Registration Form, which is in this document
- b) A Project Concept Statement of up to 300 words
- c) Up to four proposed artworks

5. TERMS AND CONDITIONS

The artist and Council agree to the following Terms and Conditions in relation to the design of NAIDOC Week street banners.

5.1 Intellectual Property

5.1.1 The artist warrants that the artworks:

- (a) Are the artist's original work
- (b) Do not, to the best of the artist's knowledge, infringe the copyright or moral rights of any third party
- (c) Are unique works of the artist, developed exclusively for Council's NAIDOC Week program

5.1.2 The artist takes responsibility if copyright or moral rights of any third party are affected

5.1.3 The artist retains ownership of copyright and moral rights in and to the artwork

5.1.4 The artist grants Council an irrevocable, non-transferable and royalty-free licence to photograph and publicise the artworks, and use their elements for promotional material relating only to the NAIDOC Week Program

5.1.5 Council will make all reasonable efforts to ensure that the artist is attributed in any publication or communication of images of the artworks by Council

5.2 Alteration of the Artwork

5.2.1 Council reserves the right to request reasonable alterations to the chosen artworks, which do not compromise the integrity of the original design

5.2.2 The artist will fulfil reasonable requests to alter the chosen artworks, which do not compromise the integrity of the original design

5.3 Media & Marketing

5.3.1 Council will coordinate the media, marketing and promotion of the artworks

5.3.2 The artist agrees to be available for media requests

5.4 Use of Banners

5.4.1 The artist acknowledges that the designs will be displayed in both 2019 and 2020 NAIDOC week flag and banner campaigns.

Registration Form: Expression of Interest for NAIDOC Week Street Banners

Please complete this Registration Form and include it with your EOI submission.

| | |
|--|------|
| <i>Name of applicant</i> | |
| <i>Postal address</i> | |
| <i>Email</i> | |
| <i>Phone number</i> | |
| <i>ABN (if applicable)</i> | |
| <i>Declaration</i> | |
| I warrant that, to the best of my knowledge, there is no cultural, religious, legal or other reason that prevents my submission from being exhibited, published or reproduced. | |
| By completing the Registration Form and submitting an EOI, I agree to the Terms and Conditions, outlined in Section 5, of the Expression of Interest document. | |
| Name (or e-signature) | Date |

Ensure that submissions include all the items listed in Section 4.2 – EOI Checklist

All submissions must be sent in a high resolution format (PDF, eps) and emailed to Susana Freitas, Tourism Development Officer, FreitasS@liverpool.nsw.gov.au

For large electronic files, emails are to be sent via a file-sharing website. All files should be clearly labelled with the artist's name.

All submissions must be received no later than **22 February 2019**.
Submissions received after this time will not be considered.

Appendix – Liverpool City Council logo

LIVERPOOL
CITY
COUNCIL 

OR

LIVERPOOL
CITY
COUNCIL 

Appendix – Photos of some banners in-situ

