



Expression of Interest

# Vibrant Precincts Project

Gunnedah Shire Council & The Department of Industry - Future Towns Plans 2017



Department  
of Industry





# Expression of Interest

## Vibrant Precincts Project

### Project Overview

Gunnedah Shire council has obtained funding from the Department of Industry to bring vibrancy to Gunnedah's CBD through the Future Towns Project. The Vibrant Precincts Project has been collectively allocated \$10500, with \$6000 for Street Art/Murals Project delivery and \$4500 for Community CBD Activation Project subsidy and delivery.

Gunnedah Shire Council is calling for expressions of interest submissions from businesses, local artists, community members, collective community groups, service providers and individuals to participate in the delivery of the two projects; Murals/Street Art and Community CBD Activation projects.

The purpose of this project is to activate existing commercial, historical and cultural areas of Gunnedah's town centre into vibrant cultural and commercial precincts through the creative development and implementation of site activation projects. These initiatives will enhance economic prosperity, social connections and place making values in Gunnedah.

The project also aims to foster connections, which strengthen cultural identity, and connection to place, in order to create a positive and prosperous community, and increase the economic success of Gunnedah.

This project has the potential to develop into a public arts and interactive trail that enriches our community with valuable offshoots including an increase in cultural tourism, and enhancement of local cultural experience and opportunities.

Culture, colour and creativity foster innovation and connection to place for community members, visitors and participants. The project ideas were derived from consultation sessions with 'People, Place and Partnerships' and the Gunnedah community in May 2017.

These projects aim to create community participation and collaboration, place making, colour and vibrancy within the CBD as well as encouraging foot traffic through Gunnedah's CBD to create a place of intrigue and discovery.

The Vibrant Precincts Projects is encouraging examples of Gunnedah's creativity, where people can share experiences, knowledge, lifestyles and foster connections to place through large site-specific artworks or smaller projects that will activate the CBD.

All projects should inspire interest and enrich Gunnedah's community and cultural experiences through the exposure to these cultural artworks.

The artworks are in public spaces and a broad sector of Gunnedah's community and visitors will engage with the finished works, this should be considered during the project development and delivery.

Expressions of Interest for both of these projects are to be submitted to Gunnedah Shire Council's Arts and Cultural Officer, Lauren Mackley via [council@infogunnedah.com.au](mailto:council@infogunnedah.com.au) by 5:00pm on Monday July 31, 2017.

### Key Project Deliverables

- Evidence of collaboration within different sectors of the community e.g. business groups working with community groups or artists
- Produce works that reflect and enrich aspects of Gunnedah's cultural identity
- The artworks or activation projects should be of strong artistic integrity and visually appropriate for the space
- Submissions that are accompanied by accurate designs and projects plans that are accurate to delivery of the depicted outcome
- Use and purchase of appropriate materials for the delivery of the outlined project to ensure the durability and longevity of materials used are suitable for public spaces
- Adhere to all OHS protocols and provide current public liability insurance information to Gunnedah Shire Council

- The ability to consult and provide regular updates to relevant Gunnedah Shire Council staff regarding the development and implementation of the project as well as attend meetings and briefings about project delivery and outcomes
- Liaise with suggested support networks as advised by Gunnedah Shire Council staff
- The NSW Department of Industry may also use the process and delivery of these projects as material for a Case Study.
- Delivery of final project outcomes by 5:00pm on Thursday 30 August, 2017



### Expression of Interest Requirements

- Completion and submission of Vibrant Precincts Application Form to [council@infogunnedah.com.au](mailto:council@infogunnedah.com.au) by 5:00pm Monday 31 July, 2017
- Colour samples, sketches and designs of intended project, including detailed drawings, images, or mock-up of final project delivery as well as a list of materials used in project delivery
- Descriptions and examples of previous works this may include web links, images and samples.
- Insurance information and Certificate of Currency.

### Inspiration

Below are links to advisory documents and information that may inform your considerations for project delivery.

<http://www.gunnedah.nsw.gov.au/>

<https://www.gunnedah.nsw.gov.au/index.php/council/the-future-of-gunnedah/destination-management-plan>

<http://www.visitgunnedah.com.au/>

There is **no requirement for the project to directly represent these themes**, but may be used to inform your project development and delivery.

-Gunnedah has a proud history of community spirit and many active community groups.

-Gunnedah is renowned for its independent businesses within the CBD.

-Gunnedah prides itself on community spirit, friendliness and our supportive rural atmosphere.

-Gunnedah's main industries include agriculture, mining, retail and hospitality.

-Gunnedah is home of the Kamilaroi people who have a strong connection to place through stories of the Red Chief, Wallaby Trap and Rainbow Serpent amongst others.

-The Gunnedah community connects with the rivers within the region, the Namoi River and the Mooki Rivers as well as the sweeping Liverpool Plains.

-'My Sunburnt Country' is said to have been influenced by Dorothea Mackellar's time in Gunnedah.

-Gunnedah is the self-proclaimed Koala Capital of the world

## Project Timing

Expressions of Interest for both of these projects are to be submitted to Gunnedah Shire Council's Arts and Cultural Officer, Lauren Mackley via [council@infogunnedah.com.au](mailto:council@infogunnedah.com.au) by 5:00pm Monday 31 July, 2017. Successful applicants will be notified on Thursday 3 August, 2017.

Delivery of project outcomes by August 30, 2017

## Fee

### Street Art/Mural Project

Each artist/collective is allocated a site by Gunnedah Shire Council. Some proposed sites are the Gunnedah Cultural Precinct Building and the alleyway joining Conadilly Street and Little Conadilly Street (pictured).

Payment of artist/collective will include the purchase of their materials.

A fee of \$2000 for each site is paid to the nominated bank details in two instalments.

**First instalment:** \$1000 upon exchange of contracts.

**Final Payment:** \$1000 upon final inspection by Gunnedah Shire Council representatives to ensure all efforts have been made to ensure the longevity of materials used and minimal maintenance for Gunnedah Shire Council staff.



### Community CBD Activation Project

Each Community CBD Activation Project is required to reflect collaboration between sectors of our community. This project must not involve direct advertising of a business, but may occur within a business. Gunnedah Shire Council must approve any public spaces used for these projects.

Each collaborative group delivering Community CBD Activation Projects will be paid \$500 per project delivered to the nominated bank details in two instalments.

**First instalment:** \$200 upon exchange of contracts.

**Final instalment:** \$300 upon reporting and evidence of project delivery and outcomes.

## Evaluation Criteria

- Artistic merit of proposed concept and evidence of collaboration across sectors of our community
- Significance of project to Gunnedah's cultural identity
- The Project's ability to increase vibrancy in Gunnedah's CBD
- Ability to produce works or projects that demonstrate connection to place, technical skills/ aesthetic content and innovative forms of activation
- Ability to produce works that are creative and interpretive in style and expression
- Capacity to deliver project within allocated time constraints
- The use of appropriate materials for the delivery of the project
- The works appropriateness in terms of delivery in a public space, scale and mediums selected
- All parties need to be satisfied that the proposed project is deliverable within the budget available

## APPLICATIONS CLOSE -

Applications open Wednesday 12 July, 2017.

Forms are available on the Gunnedah Shire Council website [www.infogunnedah.com.au](http://www.infogunnedah.com.au) Gunnedah Shire Council Office, 63 Elgin Street Gunnedah and Gunnedah Visitor information Centre, 81 Chandos Street, Gunnedah.

All applications must be submitted to [council@infogunnedah.com.au](mailto:council@infogunnedah.com.au) by 5:00pm on Monday 31 July, 2017

All submissions will be considered and selected by a panel. Successful applicants will be notified on Thursday 3 August, 2017.

All projects must be delivered and completed by Wednesday 30 August, 2017.