

Regional Futures Brand Identity (Stage One)

Request for Proposals

Proposals due: 13 December 2021

Designer selected by: 15 December 2021

Artwork finalised by: 10 January 2022

Project: Development of identity for state-wide regional arts project with major online presence, culminating in physical presentation in Western Sydney through exhibition/performance and symposia.

Background:

Regional Futures is the first major collaboration across NSW's 14 Regional Arts Development Organisations (RADOs). The project is funded by Create NSW and will roll out over the next 18 months.

Regional Futures is about being proactive for our future. It provides opportunities for regional artists to create work informed by their lived experience, opening a dialogue for participants to engage and collaborate with key industries and leaders in their regional areas. This program provides an opportunity for regional and suburban artists to respond to the joint challenges our society faces, it stresses the need for unanimity, resilience, positivity and resourcefulness.

The project aims to foster a conversation on changes and impacts for regional communities. To highlight and strengthen rural and suburban links. To encourage partnerships, build networks and resilience in regional NSW and Western Sydney. It allows for conversation and genuine interchange of ideas and provides a platform to continue dialogue as issues are explored by artists and communities.

Selected artists (through EOI, all artforms encouraged) in a self-directed residency will work with their local Regional Arts Development Organisation, the project Curator and community to define issues of importance related to change. Expert advice, partnerships and collaborations are sought out as relevant. Artists and RADOs meet (online) to share thoughts/issues/approached at the start of development and then at stages. Works and development are collected online and will be presented in Western Sydney.

This project is a state-wide initiative, showcasing excellence and diversity in regional arts. *Regional Futures* will include strong community and stakeholder engagement across the state, and will allow individual RADOs to leverage existing, or build new connections with strategic stakeholders. It provides the foundation for future projects and partnerships across the state.

The two-year timeframe allows sufficient time for creative development and residencies culminating in public events showcasing regional arts practice (exhibition and symposium).

Target Audience

General Public

Regional NSW and Western Sydney

Creative Industries

Artists involved in the project, artists from regional NSW and artists from Western Sydney.

Cultural Institutions and organisations in NSW – Regional Galleries & Museums, Artist Run Initiatives (ARIs), State cultural institutions

Partners and Stakeholders

Funding bodies, Government Departments, Universities, NGOs

Media

Arts media or media with dedicated arts coverage e.g. ArtsHub, ABC, Guardian, SMH, The Saturday Paper.

Local media across regional NSW – regional newspapers, TV stations, ABC radio.

Local media across Western Sydney – local newspapers and community radio.

Key Activities

Regional Futures has four components over a two-year period:

- Regional residencies partnering artists and key organisations
- A purpose-built and curated regional futures website
- A touring/metro exhibition providing Western Sydney artists an opportunity to respond and inform the conversation
- An artist-led symposium.

Milestones

Stage One

Oct-Nov 2021: Project initiation – appointment of Project Manager, Curator and Working Party. Consultations commence

Dec 2021: RFQs issued for First Nations Curator, Evaluation Consultant, Branding and Website

Mid-January 2022: Branding concept finalised and rolled out on website landing page. Artist EOI issued.

Mid February – June 2022: Artist residencies/creative development

March 2022: Website fully live

Stage Two

July 2022 – June 2023 Presentation of works in Western Sydney involving exhibition/performance and symposia. Details TBC and separate design brief issued for quotation

What's needed:

The identity will be rolled out in two stages, stage one is for the creative development phase and will be used for a landing page for a website relevant documentation such as EOIs, Forms, Media Releases. It will also inform the development of a comprehensive website. The graphic designer will be expected to work closely with the website design team to produce required assets. Stage two will be the full roll out of all collateral and will be undertaken in the following financial year. This will be facilitated by a separate budget and design brief.

Stage one (this RFP)

- *Regional Futures* identity (logo/brand)
- Facebook profile pic and Facebook header pic
- Website landing page

Stage two (details TBC)

- Development of sub brand/s for events, program and exhibitions
- Symposia/exhibition program/s
- Facebook tile template
- Print ads
- Facebook and digital ads

How to submit a proposal

Proposals for Stage one must include the following information for consideration:

3 x case studies of previous relevant work

Link to portfolio website/Insta or Behance

Confirmation of ability to meet milestones and outline of project plan inc rounds of changes, turnaround times etc

2 x referees

Cost (note this project has an indicative budget of \$5,000)

Any value added services

Please note: Regionally based designers/creatives are encouraged to apply

To submit a proposal or for further information contact:

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