

Regional Futures Website

Request For Proposals

Proposals due: 13 December 2021

Successful respondent notified by: 16 December 2021

About the project

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.

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.

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).

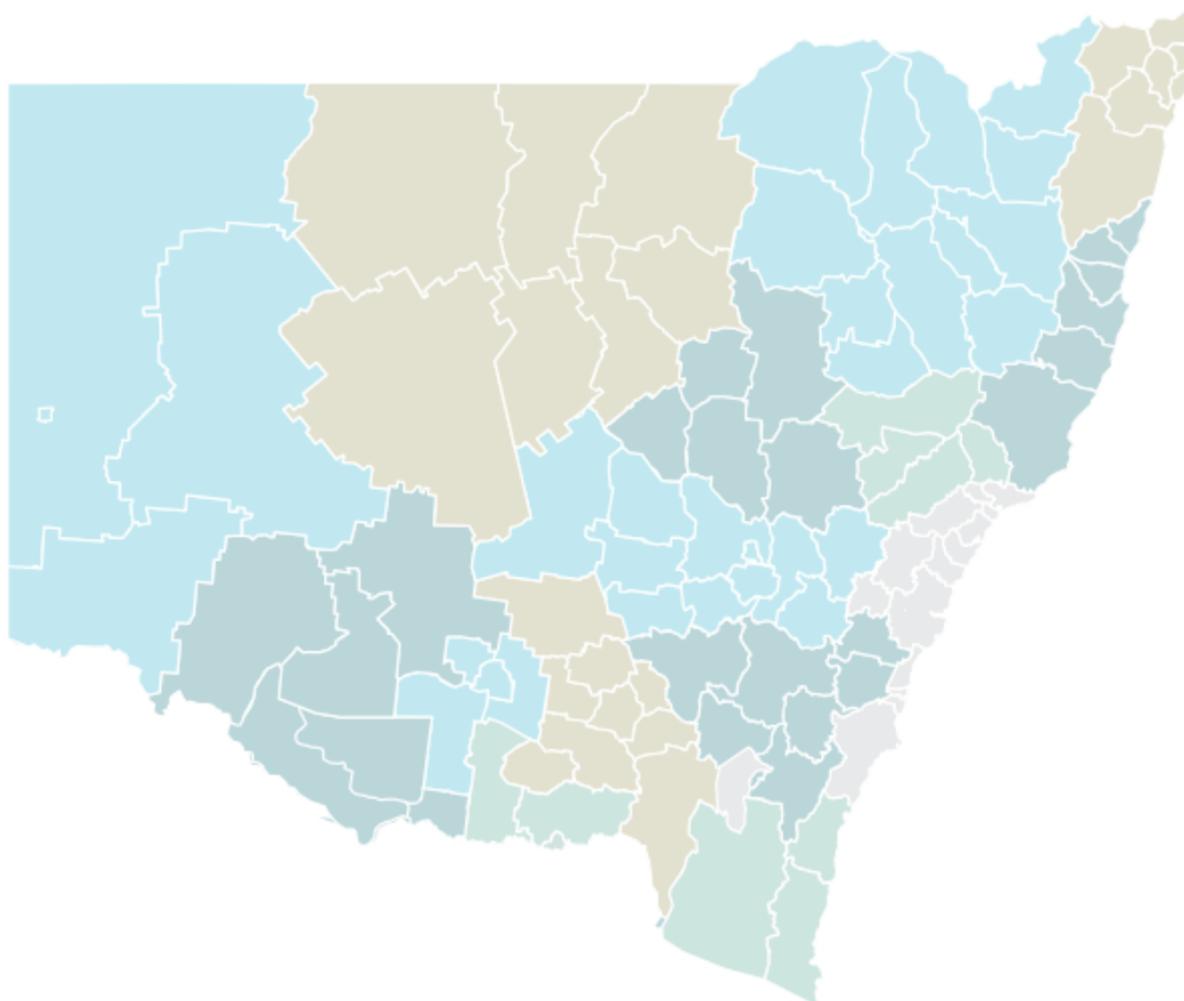


Image: The fourteen Regional Arts Development Organisations (RADOs) across NSW. Source <https://regionalartsnsw.com.au/about-the-network/>

Aims of the website

The website will act as a platform for presenting the documentation of artwork developments, the artworks themselves in their original format such as sound,

photography, video, multimedia and text or documentation of the works such as visual arts and performance.

The website aims to showcase the diversity and excellence in arts from across regional NSW.

Budget

\$25,000

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 Milestones

Project commences 7 Dec 2021

Basic website with landing page, FAQ and embedded Typeform live by mid-January 2022 to coincide with artist EOI call-out

Go live for fully functioning website by mid-March 2022

Content

The website content will expand vastly in the future with continuous images, videos and content uploaded by the client throughout the life of the *Regional Futures* project (2 years). Content will include text, photos, audio, video, native digital works such as animation and multimedia.

Content maintenance: Content is to be maintained after launch by CMS used by the client.

Functionality

| Feature | Requirements for users | Requirements for the editor |
|----------------------|---|---|
| Search | <i>search the website for words, phrases and/or provide them with key topics from which to choose. Result page to rank results and categorise according to areas of the site.</i> | <i>Automatically indexes content – ie no input or maintenance required. Keywords</i> |
| Form | <i>Forms to be embedded into website i.e Typeform</i> | <i>May require a form building tool so client can build and edit forms without recourse to the web developer.</i> |
| Contact Us | <i>Users are to complete a form that qualifies their enquiry and sends it to client. FAQs will be part of this section of the site.</i> | <i>Edit the destination email address and FAQ list</i> |
| Downloads | <i>PDFs, images, audio files etc will be on the site and should be accompanied with description of file type, size and estimated time to download</i> | |
| Accessibility | <i>Site is expected to meet W3 standards for accessibility</i> | |
| Compatibility | <i>Site is to be designed for desktop and mobile devices.</i> | |

Graphic design and usability

Respondent to design UX based on project branding (TBD) and must comply with style guide (to be supplied).

Usability – website to be user friendly and include navigation features such as burger bar and breadcrumbs

E-Commerce

Ability to integrate with ticketing services such as Eventbrite

Technical

- Respondent to determine Hosting and Web Server arrangements
- Client to supply Metadata
- Google analytics to be established within website

Training & Documentation

- Documentation for use of CMS to be supplied
- Training to be provided to one person either online or in person.

Who we're looking for

Regional Futures is about supporting and showcasing regional artists from across NSW. We recognise the website is a further opportunity to engage creatives in the development of a critical component within a significant state-wide project.

Consortiums of artists/designers and web developers are encouraged to respond alongside businesses. A successful website for this project will include three key characteristics:

- A design aesthetic reflective of the dynamic content and artwork presented
- Backend functionality that meets the needs of the brief
- User interface that is intuitive and accessible

The responding project team's experience should reflect this.

Regionally based creatives are encouraged to submit a proposal

Request For Proposal

Proposals will be assessed on the following weighted criteria:

- Innovativeness and feasibility of proposal
- Design aesthetic reflective of the project
- Functionality and accessibility of proposed website
- Experience and skills of proposed team

Proposals are to include the following:

- Name of nominated respondent
- Consortium or collective/Sole Trader/Small Business/Company
- ABN
- GST status
- Public Liability/Professional Indemnity insurances
- Relevant Experience

- Up to three examples/case studies of relevant projects
 - Concept Proposal inc mockup renders of site
 - Project Plan that addresses requirements of brief and identifies timeframes
 - Identify preferred CMS
 - Identify how issues are to be recorded and respondent
 - Identify Primary contact during build and following launch
 - Breakdown of proposed costs
 - Identified opportunities to value-add beyond the brief but within the identified budget
 - 2 x recent professional referees
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To submit a proposal or for further information contact:

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