



PROJECT BRIEF – ARTSATLAS COMMISSIONED CONTENT AND OPPORTUNITY SCOUTS

THE ARTSATLAS PROJECT

A lack of strategic connectivity and poor communications across the arts has been identified as a key issue impacting on the sustainable development of the sector. The City of Ballarat's Arts & Culture Unit, Ballarat Arts Alive (BAA) and the VicHealth funded Localities Enhancing Arts Participation (LEAP) project have separately identified these issues as priorities to address in the short term. LEAP represents a partnership between the following five shires- Pyrenees, Ballarat, Hepburn, Golden Plains and Moorabool.

In response, the LEAP project and the City of Ballarat's Arts and Culture Unit have invested in the establishment of a region wide, online platform, that will be driven and led by the arts sector. The web based resource will increase knowledge and information sharing, participation and social connection through the arts. The site, known as the Central Highlands 'ArtsAtlas' is currently under development and expected to be operational by October 2012.

An ArtsAtlas Working Team has been established, made up of representatives from LEAP, BAA, City of Ballarat and the broader arts community. This group is responsible for guiding the development and making recommendations about the structure and functionality of the site.

The site will be moderated by the City of Ballarat's Community Arts Development Co-ordinator. Part of the development of the site and its functions will include protocols surrounding content and systems to ensure the site is engaging, interactive and informative.

The ArtsAtlas will act as a portal to locate, review and showcase artists, venues, arts groups, projects & opportunities relevant to Central Highlands practitioners & audience. It aims to:

1. **Connect** local information and activities to a wider, appreciative and more diverse audience;
2. **Create** more opportunities for creative activity, innovation, collaboration and enterprise between artists and non-artists;
3. **Communicate** information, ideas and content using current technologies in a shared and democratic space.

A number of skilled content collectors, producers and writers will be contracted over the next 6 months from October 2012 to March 2013 to develop, scout, edit and produce content for the ArtsAtlas. This brief is seeking expressions of interest from these parties.

COMMISSIONED CONTENT & OPPORTUNITY SCOUT PROJECT

The ArtsAtlas Working Team is seeking quotes from connected and aware individuals who have a clear and expressive voice and who want to share their love of the arts in the central highlands with others. We are seeking EoI from people interested in writing original reviews, commentary, interviews and essays as well as people who can produce content for the web based on pre existing material, i.e. a calendar of festival profiles, a snap shot of community museums across the Central Highlands, a compilation of excellent past arts projects.

We are seeking folk who may have training as journalists, you may have your own blog, you may be a FB aficionado, you may have a litany of published material; anyway we want to pay you for your fresh eyes, your ear to the ground and your capacity to 'eek' out, develop new, or re package arts based information into useable source material for the ArtsAtlas.

The ArtsAtlas is viewed as a 'bridge' for potential users to access new skills, connect with others and contribute to and participate in the breadth and depth of activity taking place across our region. Additionally the ArtsAtlas will provide an avenue for groups and individuals to promote their offerings and practice to a wide and appreciative audience.

Fresh, diverse and interesting content in the early days of ArtsAtlas is important for people to gain confidence in the medium, to build momentum and to generate a vibe and excitement around others contributing information as well. The site will be moderated, there will be provision for commentary through a number of theme based forums that will run for a set period of time. ArtsAtlas will be a place for people interested and involved in the arts to view and connect with others directly, to feel inspired and to add one's own contributions.

EXPRESSION OF INTEREST REQUIREMENTS

This brief is seeking a quote from skilled writers, socially connected individuals, web content producers, designers, illustrators or animators to develop a suite of content for the ArtsAtlas, this could include, but is in no way limited to:

- A series of profiles featuring interviews/ photographs/U tube clips of local artists & performers from across the central highlands. (see <http://thedesignfiles.net/> for examples of great artist interviews).
- Commissioned reviews of local events that have taken place across the central highlands
- A compendium of region wide festivals and a profile and link to them
- A compilation of small community museums, where they are and what they have to offer locals and visitors,
- Constructive essays regarding local, region-wide, national and globally relevant arts & cultural issues.
- Collation of obscure and little known events and activities across the region and the posting of these in innovate and creative ways, i.e. a bundled co promotion, an invitation to experience events as part of a game, a constructed trail of events.

- Story telling- Summarise and refresh fascinating and interesting projects that have happened in the past in the region and post these as case studies, postcards from the past or a series of slides.
- Exhibitionism- promote something that you love that you would like others to know about.
- Share another's story, tell us a moving story of where art has made a difference

The selected contributors will be required to sign a contract with the LEAP project through the City of Ballarat, have their own public liability insurance and follow all OH&S guidelines as per the City's Contractor Induction process as well as the City of Ballarat's Social Media Policy and copyright protocols for the web.

The ArtsAtlas Steering Committee will select the contributors to the site based on the concepts and costs presented in the Expression of Interest. Payment will be issued on a piece by piece basis, with a retainer paid initially and the final payment made upon publication. The Steering Committee reserves the right to publish content guided by the Social Media Policy. One piece of work constitutes approximately 250- 450 words, plus audio/ video/ or up to 8 cropped/ edited images.

EXPRESSION OF INTEREST NEEDS TO INCLUDE:

1. A **concept** statement or description of what you would like to produce, how many pieces, what format these pieces would take and how you would go about it. (no more than 2 pages)
2. A simple **timeline** of when each piece would be completed, alternatively, you can choose to just produce just one piece if you please.
3. **Examples** of at least three pieces of web based content you have produced in the past 12 months.
4. A current **1 page CV** or Bio
5. A **costing** of producing this work and having it web ready. This will include the retainer cost and published cost. This can be presented as an hourly rate and the total expected cost of producing each piece.

The response to the brief and quote to be forwarded to Carolynne Hamdorf, LEAP Coordinator by **5 pm, Friday 21 Sept 2012**

CONTACT AND QUESTIONS

Carolynne Hamdorf, the LEAP Coordinator is the nominated project manager for this contract. All enquiries should be directed through the coordinator.

Carolynne Hamdorf- LEAP Coordinator

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