



## PROJECT BRIEF – ARTSATLAS WEB TRAINING

### 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 series of free training sessions will be designed to increase online skills and knowledge for artists and arts entities. The ArtsAtlas will be used as the platform to apply this new knowledge. Workshop content will be developed by the trainer in consultation with the LEAP Coordinator (and Project Working Team). Content may include: registering and posting content online; taking digital images, resizing and uploading images online; using your mobile to capture images and upload online; create and update your own online profile; create PDF documents and upload content to promote your events; mobile video- how to do it and how to use it; writing content for the web; legal issues online- what I can and can't do.

## **ARTSATLAS TRAINING PROJECT**

The ArtsAtlas Working Team is seeking quotes from suitably qualified or experienced trainers who have delivered web-based instruction to community groups and individuals. The capacity to respond to a diverse range of skills and experience is important. Some artists and arts organizations are new to using mobile and web-based technology. 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.

The selected trainer/company will be contracted by the City of Ballarat and will be required to deliver a range of training workshops that promote the use of the ArtsAtlas as well as provide an opportunity for artists and arts organization to learn and apply new IT skills.

A suite of workshops will run in Term Four, 2012 and a second suite will be advertised and promoted through Community House programs in Term One, 2013. It is intended that training will take place in Community Houses, library resource centres and schools across the region, this is currently being negotiated. Most groups will be small in size, no more than 10 per group. In addition to the instruction, the trainer will also be required to provide demonstrations of how the ArtsAtlas operates/functions to some community groups and arts organizations. Each training session will also be prefaced by how the ArtsAtlas operates.

Promotion of the courses will be the responsibility of the LEAP coordinator and will be distributed through arts networks prior to Term Four 2012 and through Community House and local networks for Term One 2013. Workshop delivery will be dependent on interest and uptake, however it is expected that approximately 10 workshops will be delivered in Term Four 2012 and the same to be delivered in Term One 2013. In addition, up to 10 presentations to community groups have been factored. The delivery of workshops will take place in the following shires: Pyrenees, Hepburn, Moorabool, Golden Plains and City of Ballarat. Participants will ideally register their interest directly with the LEAP coordinator. Attendance at the workshops will be free.

Training rooms will have access to a bank of computers with Internet access to the ArtsAtlas.

## **EXPRESSION OF INTEREST REQUIREMENTS**

The ArtsAtlas Working Team welcomes input from trainers/ workshop leaders regarding the configuration of workshop times, formats and the best approach to ensure attendee participation and engagement. Each workshop must deliver clear and achievable outcomes from each training session. This brief is seeking a response from suitably qualified and experienced trainers to develop a suite of six (6) short workshops. Content/format will be devised in consultation with the trainer and LEAP Coordinator with close reference to the ArtsAtlas.

As a guide, content may include, but not be limited to:

- registering and posting content online; writing content for the web
- taking digital images, resizing and uploading images online;
- using your mobile to capture images and upload online;
- create and update your own online profile;
- create PDF documents and upload content to promote your events;
- mobile video- how to do it and how to use it;
- legal issues online- what I can and can't do.

**Note:**

Additional workshop content may be suggested by trainers and considered if linked directly to the ArtsAtlas website.

Creation of 'How to guides' also forms part of this brief. The guides will mirror the workshop content and enable individual users of the ArtsAtlas to work through easy 'step by step' instructions, particularly if they have not attended any workshops. The 'how to' guides will form part of the ArtsAtlas support information.

The selected trainer 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.

#### THE EXPRESSION OF INTEREST NEEDS TO INCLUDE

1. A suggested **outline** of a workshop including times, structure, possible content, and/or examples of ICT courses you have delivered in the past that demonstrate your skills, experience and capacity to deliver. (2 pages maximum)
2. Trainer's **availability** regarding days, times, evenings, week ends.
3. Itemized **costs** including hourly rate for workshop delivery and demonstrations, travel costs, reasonable cost of developing workshop concepts and cost of producing the 'step by step' online instructions.
4. A copy of your **CV** plus two referee contacts.

Expressions of interest 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.

Further information:

Carolynne Hamdorf- LEAP Coordinator

PO Box 655, Ballarat, Vic 3350

Ph: 5320 5760

M: 0409 210 170

[carolynnehamdorf@ballarat.vic.gov.au](mailto:carolynnehamdorf@ballarat.vic.gov.au)