

# REQUEST FOR PROPOSAL

First Nations Australian Artwork for ARTC  
Project leads: Ashley Williams & Julie Sutton



## Seeking First Nations artist to create reflective RAP art

We're seeking an artist to create a unique piece of artwork that reflects our reconciliation journey. The artwork will be the centrepiece of our Reflect Reconciliation Action Plan (RAP) and will appear across all our reconciliation activities and initiatives. The piece will need to reflect our values and carry our message of reconciliation across our entire network, spanning five states and more than fifty First Nations.

As the showpiece we'll reproduce the artwork wherever it will visually connect our people, and the communities in which we operate, with our reconciliation vision for safety and wellbeing.

We welcome your proposal, which will need to be submitted by **5:00pm (AEST) on 15 October 2021**.

For more information please keep reading.

### 1 About ARTC

For 21 years, we've been building Australia's largest rail network. Now more than 8,500km long our railway spans five states – New South Wales, Victoria, Queensland, Western Australia, and South Australia. We're committed to keeping freight moving across Australia and we're passionate about the safety and wellbeing of our people.

Our 1,900 employees live in cities and regional areas, all the way from Toowoomba to Kalgoorlie. We manage the safe transit of more than 440 freight and passenger trains per day – some of the freight trains are up to 1,800m long – which is about 260 shipping containers. We know how important it is to reduce congestion on our roads and highways because it's better for the environment and it improves safety for motorists across the country.

It's our value of No Harm that underpins how we work together and in the communities in which we operate. For us, we have an uncompromising commitment to safety and wellbeing. We must do everything we can to deliver a safe workplace for ourselves, for one another, and for the communities in which we live, work, and visit.

Mark Campbell, our CEO, acknowledges that reconciliation must be at the forefront of our minds so, we can ensure our Indigenous employees always feel safe, supported, and heard – and, we can foster employment and business opportunities across our network.

### 2 Acknowledgement of Country

We acknowledge Aboriginal & Torres Strait Islander Peoples as the Traditional Custodians of the land and waters on which we operate and honour their spiritual relationship and enduring connection to Country.

We pay our respects to Elders past and present and recognise the hundreds of cultures, languages, and kinship structures that have existed for more than 65,000 years.

We celebrate the diverse traditions, customs, and storytelling, and recognise the importance of truth telling to create a positive future of belonging.

ARTC will continue to value Aboriginal and Torres Strait Islander cultures and we're committed to embedding equity across all ARTC through respectful and inclusive actions that will result in stronger relationships.

### 3 The Project Details

<p>The Objective</p>	<p>We're looking to engage a First Nations Australian Artist to create an original piece of work that incorporates the country in which we live and work and our commitment to safety and wellbeing. The work will take pride of place across all our initiatives associated with our Reconciliation Action Plan.</p>
<p>Your Proposal</p> <p>Submit proposal: By <b>5:00pm (AEST)</b> on <b>15 October 2021</b></p>	<p>Please submit your proposal by <b>5:00pm (AEST) on 15 October 2021</b> including:</p> <ul style="list-style-type: none"> <li>• A description of your creative concept that outlines the story, the cultural relevance of the artwork, and the connection to ARTC stories. Ideally, please keep your description to around 250 words.</li> <li>• A sketch of your creative concept.</li> <li>• Tell us a little bit about yourself.</li> <li>• If available, please provide details of recent artworks / projects.</li> <li>• Your fee.</li> <li>• Your contact details.</li> <li>• Confirmation that if successful you will be able to complete the artwork by a mutually agreed date.</li> </ul>
<p>Selection</p>	<ul style="list-style-type: none"> <li>• The members of ARTC's Reconciliation Action Committee will review all submissions and select the proposal that connects with our vision for reconciliation.</li> <li>• We'll contact the successful artist after the 29 October 2021.</li> <li>• And, be in touch with all artists after 1 November 2021, so please remember to include your email address.</li> <li>• See <i>4 Selection Criteria</i> below</li> </ul>
<p>Working together</p>	<ul style="list-style-type: none"> <li>• We'll organise an initial meeting, face-to-face or over the phone, so that we can talk about the project together and align on all the details to make this a valuable working relationship.</li> <li>• We'll take these agreed ways of working, deliverables and organise an agreement for us both to sign up to. You can <a href="#">view a copy of the agreement here</a>.</li> </ul>
<p>Project outcomes to start the conversation</p>	<ul style="list-style-type: none"> <li>• A piece of original two-dimensional art that we can reproduce across our reconciliation activities, which is at least 594mm x 841mm (A1 portrait size).</li> <li>• Provide the story that explains the artwork and how it connects our vision for reconciliation, with the communities in which we live and work, and ARTCs values that we foster.</li> <li>• We will also reproduce the artwork in various forms, for example branded protective clothing, on our website, in reports, in our workplace, on our Intranet, across social media and within the communities in which we operate.</li> </ul>

## 4 Selection Criteria

All proposals will be evaluated by members of ARTC's Reconciliation Action Committee.

The team will use the following criteria, which is not listed in any order.

<b>Visual appeal</b>	Aesthetically appealing which can be adapted for different uses, such as documents, on screen or hi-vis uniforms.
<b>Interpretation</b>	The concepts convey the artist's style and incorporates our values and our reconciliation vision of safety and wellbeing.
<b>Connection</b>	The proposal has a connection to our people and the communities in which we operate.
<b>Cultural Integrity</b>	The artwork meets cultural protocols, integrity, and appropriation of styles.
<b>Protocols</b>	The artist has the capacity and capability to successfully meet the timeframes and demands of this project, and with third-party advice is willing and able to enter an agreement with us. You can <a href="#">view a copy of the agreement here</a> .

## 5 The Finer Points

- 5.1 The artist must identify as Aboriginal or Torres Strait Islander.
- 5.2 The artwork will be used across many First Nations, so please outline any special/cultural conditions or restrictions relating to the artwork or its use. If the Artwork includes any traditional cultural expressions (TCEs), the artist must obtain all necessary permissions from the traditional owners of those TCEs.
- 5.3 All designs and concepts must be the authentic and original work of the artist submitting the design and cannot incorporate copyright works of other persons.
- 5.4 We may need to modify the colours and/or use part of the artwork, so that we can use the design on the fabric of our protective clothing and wear in the rail corridor i.e. high-vis work shirts. We also encourage you to consider our brand colours and have attached our style guide and tone of voice guide that will provide more details about who we are and our values. You can [view the brand guide here](#).
- 5.5 The available budget for the artwork is \$5,000 including GST.
- 5.6 We will be required to enter into an [agreement](#), a copy of this is included as an attachment. We will require an exclusive licence of the copyright in the artwork, but the artist will retain ownership of the copyright.

### For more information please contact

Julie and Ashley on [Reconciliation@artc.com.au](mailto:Reconciliation@artc.com.au)