



## ChangeFest 2024 Artwork Expression of Interest

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**Expression of Interest closes 5pm 30 October 2023**

### About the Expression of Interest

Hands Up Mallee, Connected Beginnings Mildura and Collaboration for Impact invite applications from local Aboriginal and/or Torres Strait Islander artists to licence an artwork piece for use for the ChangeFest 2024 event.

**ChangeFest 2024 will be held on Latje Latje country (Mildura), 20-22 March 2024.** Over 500 delegates from around Australia are expected to attend.

Each year, the ChangeFest host location sources a local piece of Aboriginal and/or Torres Strait Islander artwork to be used to sit alongside the main branding of the event, and give a local identity for the event.

The artwork is a paid licencing/reproduction agreement and timelines will need to be met. An original or existing artwork can be used for the submission.

A non-exclusive licencing/reproduction agreement limited to 2 years will be entered into for the use of the artwork and its elements for the event. The artwork must be the property of the artist/s, not licenced elsewhere and is able to be used in this manner.

A once-off fee of \$4000 (excl. GST) will be paid to the successful applicant.

An appointed panel, made up of people reflecting our community, will make the decision on the winning application.

## About ChangeFest 2024

ChangeFest is a nation-wide movement for place-based change. Every year, the movement gathers to learn, celebrate and strengthen the collaborative work of creating thriving and equitable communities across the country.

The fifth ChangeFest gathering will occur on Latje Latje country in 2024.

Those gathering for ChangeFest 2024 can expect:

- A culturally safe and welcoming event that will be grounded in community (voice and connection)
- Rejuvenating and supportive people and spaces
- A program that is designed to make people curious and reflective
- Knowledge sharing with practical tools, guidance and learning opportunities
- An experience that promotes and enhances the nation-wide movement for place-based change in Australia

People that attend ChangeFest are from a mixture of backgrounds and places, this includes:

- Community members
- Service providers
- Local, state and federal government
- Politicians
- Not-for-profits, non-government organisations etc
- Consultants

Visit the website here <https://changevest.com.au/>

## What we are looking for

We are seeking one local piece of artwork created by Aboriginal and/or Torres Strait Islander artist/s who live in and have a strong connection to our community. Applicants can come from either side of the river.

The artwork must:

- Reflect our place
- Celebrate our community's identity and connection
- Encompass our children, young people and families

The artwork will be used in incorporation with the ChangeFest 2024 logo.

# CHANGE FEST | Mildura, VIC 24

A non-exclusive licencing/reproduction agreement limited to 2 years will be entered into for the use of the artwork and its elements for the event. The artwork must be the property of the artist/s, not licenced elsewhere and is able to be used in this manner.

The artwork and its elements will be used for the co-branding and local identity for the ChangeFest 2024 event in Mildura. This includes and is not limited to:

- Websites and social media use
- Promotion of the event – emails, marketing activities etc
- Media – newspapers, TV, filming etc advertisements
- Promotional items (ie delegate bags, clothing, lanyards, water bottles etc)
- Brochures, programs, stationery etc
- Reports, presentations, publications, documents etc
- Event-related items such as posters, signage, presentation templates, name tags etc.
- Event-related downloadable phone App
- Event filming

Collaboration for Impact (CFI) is the national backbone organisation for ChangeFest and is partnering with local hosts Mildura. The selected artist will enter into a licensing agreement with CFI, and on behalf of all partners.

## **Respecting the artist and the artwork**

A commitment is made to the appointed artist and artwork, that the artwork will not be used in an inappropriate, derogatory, degrading or offensive manner and the artist/s will be credited.

The artist will be acknowledged in promotional materials when and where appropriate.

The artwork will be digitised and used for co-branding for marketing and promotional purposes. ChangeFest works with Senior Graphic Designer Jordan Lovegrove from Ochre Dawn in South Australia.

<https://www.ochredawn.com.au/>

## Artwork specifications

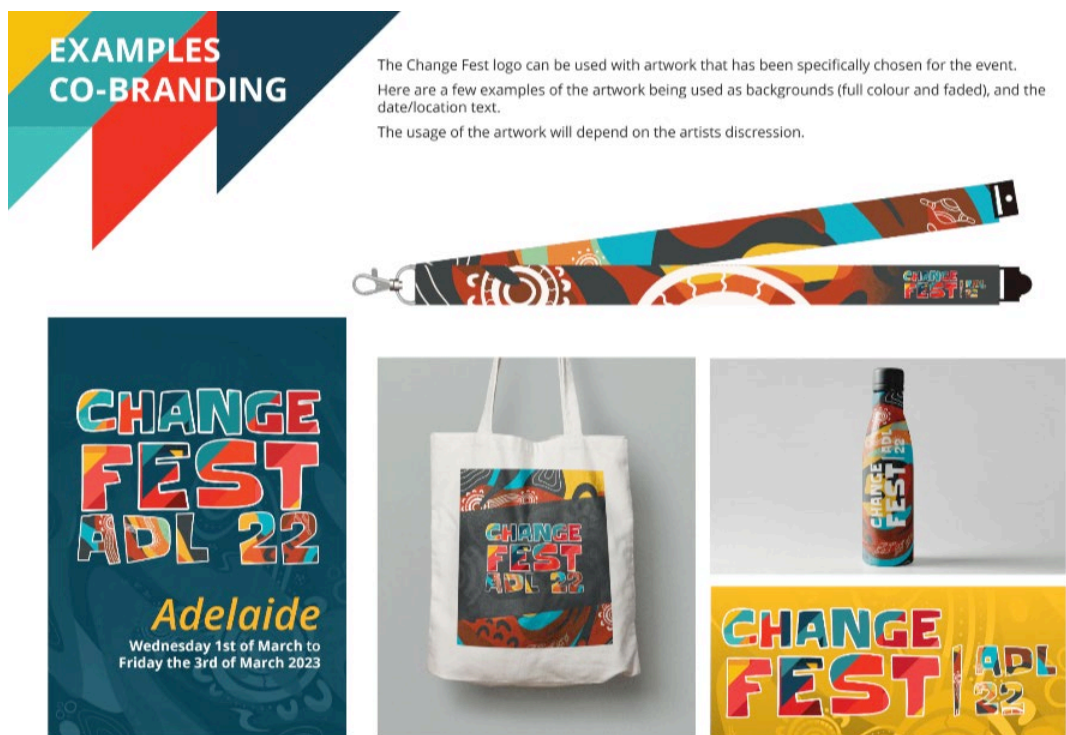
The minimum size for the artwork is an A3 size (297 x 420mm).

The maximum size for the artwork is A1 (594 x 841mm).

The artwork is to be supplied in a 2-dimensional format that will then be converted to format/s that can be used for the event eg photographed and digitised.

The artwork is to be provided as an entire piece with the understanding that individual elements from the artwork may be created and used ie an icon.

The ChangeFest style guide here gives examples of how an artwork and the logo are used.



Change Fest Style Guide | 9

## 2023 ChangeFest Artist Caleb Nichols



"I have always believed in art being a mechanism for social change and influence. It acts as a soft entry point for conversations of deep and speculative nature and allows people to express opinions, ideas and share knowledge"

Caleb Nichols-Mansell, 2022



Caleb is a proud Aboriginal man with deep connections to country, community, culture, and spirit which all inform his practice and process as an artist and leader.



## ChangeFest brand colours include a spectrum here



### Tints/shades

PANTONE 711 C15 M100 Y91 K5 R198 G32 B46 #c6202e	PANTONE 1375 C0 M48 Y98 K0 R248 G152 B32 #f89820	PANTONE 1235 C3 M24 Y100 K0 R246 G193 B22 #f6c116	PANTONE 178 C0 M80 Y60 K0 R240 G90 B90 #f05a5a	PANTONE 3258 C65 M0 Y32 K0 R73 G193 B187 #49c1bb	PANTONE 7477 C93 M67 Y46 K43 R22 G66 B87 #164257
80%	80%	80%	80%	80%	80%
60%	60%	60%	60%	60%	60%
40%	40%	40%	40%	40%	40%
20%	20%	20%	20%	20%	20%
10%	10%	10%	10%	10%	10%

## Submissions

Applicants must address each of the following in their submission:

- Complete and return the submission form
- Outline your strong connection to our community and if successful you will be required to present a Certificate of Authenticity for your artwork (meaning the artwork has been made by an Aboriginal or Torres Strait Islander person).
- A response to demonstrate how the piece addresses the ChangeFest 2024 brief:
  - Reflects our place
  - Celebrates our community's identity and connection
  - Encompasses our children, young people and families
- Any other documentation that supports your Expression of Interest
- An artist bio
  - include a bit about you, your country and connection to the local community
  - This will be used in ChangeFest promotions about you and your artwork
- Artist's statement
  - Tell us about the piece, the relevance and connection of the piece to the ChangeFest brief
  - Please include a between 150 - 200 word paragraph about the artwork.
  - Here is an example from Caleb Nichols from ChangeFest23

Caleb's artwork is symbolic of kotalayna/Jordan River flowing through Country. Carving through Country and out to timtumilli minunya/Derwent River where it mixes with the salty waters. This waterway has and always will be significant for our mob as a meeting and gathering place. It provides food, fresh water and cultural resources for our people. The layering of the lines and details represents our deep knowledge and the layers of this knowledge both within Country and ourselves. The circular shapes are our tracks as we travel Country.



- For the submission, a photograph, digital render or sketch and colour samples of the artwork is required.
- Submit by 5pm 30 October 2023

## Process and timelines

Expressions of Interest are to be submitted by 5pm 30 October 2023 to [hello@handsupmallee.com](mailto:hello@handsupmallee.com).

An appointed panel will review the applications and make the final decision.

30 October 2023	Close of Expression of Interest. All applications must be received by this time to be considered.
31 October- 3 November 2023	Judging by panel.
6 November 2023	Selected artist advised.
10 November 2023	Completed artwork submitted by this date. Completion and signature of licencing agreement.
28 November 2023	Public announcement of selected artist.

## Enquiries

You are encouraged to contact Rachel or Catherine at Hands Up Mallee to find out more about this Expression of interest.

Rachel Drummond  
[rdrummond@schs.com.au](mailto:rdrummond@schs.com.au)  
03 5021 7671

Catherine Thompson  
[cthompson@schs.com.au](mailto:cthompson@schs.com.au)  
03 5021 7671



# ChangeFest 2024 Artwork Expression of Interest Submission Form

<b>Artist Information – if more than one Artist, please complete this section for each person</b>	
Name	
Phone Number	
Email	
Address	
Confirmation of Aboriginality	
Outline your strong connection to our community	
<b>Artist/s response</b>	
How does your artwork address the ChangeFest 2024 brief:	
Reflect our place	



<p>Celebrate our community's identity and connection</p>	
<p>Encompass our children, young people and families</p>	
<p>Include any other evidence or documentation to support your submission</p>	
<p><b>About the Artist/s and Artwork</b></p>	
<p>Artist bio – for each artist if more than one          Include a bit about you, your country and connection to the local community</p>	

**Artist's statement**

Tell us about the piece, the relevance and connection of the piece to the ChangeFest brief

For the submission, a photograph, digital render or sketch and colour samples of the artwork is required