

NEW MUSEUM FOR WA

Banksia Woodlands Mural Community Art Project Request for Proposal



WESTERN
AUSTRALIAN
MUSEUM

BANKSIA WOODLANDS MURAL COMMUNITY ART PROJECT

The New Museum Project wishes to engage an artist to create a mural of banksia woodland habitat with a community of young people/children. The mural will be a component of an activated community space in the *Life* gallery of the New Museum when it opens 2020.

The Request for Proposal process will be used to assess which artist (or artists) is best suited to deliver the community art aspect of this project. The proposal will describe your ideas for how to work with a community group to deliver this project and your ideas for the finished mural, within the direction of the Artist Brief. Details of the criteria the WA Museum will use to select the chosen artist or artists are outlined in this document.

Once an artist (or artists) has been selected, that artist/s will work with WA Museum staff on the project design and details for the completion of the mural. From this, the artist contract and fees will be negotiated between WA Museum and the artist/s.

This document describes how to submit your proposal for consideration.

IN THIS DOCUMENT

The Request for Proposal includes:

- Information about the New Museum Project.
- Information about the Banksia Woodland Project.
- Requirements of the Artist/s.
- Instructions and evaluation criteria.
- Selection and procurement process.
- Terms and conditions.
- How to lodge.
- Enquiries.



Artist's impression of the New Museum for WA, view from James Street
Photo © WA Museum, courtesy Multiplex, HASSELL+OMA

ABOUT THE NEW MUSEUM PROJECT

The New Museum for Western Australia is one of the most significant museum redevelopment projects in the world today, and one of which all Western Australians should be incredibly proud.

Developed in the heart of the Perth Cultural Centre, it will share the stories of our people and place, acting as a gateway to explore all of Western Australia. It will reflect the extraordinary history, distinctiveness, creativity and diversity of our State and region.

PROJECT ASPIRATIONS

The New Museum Project is underpinned by our core aspirations, which guide the development of the New Museum.

People First - The New Museum will be an innovative and exciting museum, appealing to new audiences and encouraging regular repeat visitation by embracing all Western Australians, and visitors to Western Australia.

Western Australia - The New Museum will be a landmark destination for visitors to Perth, representing the environment and people of Western Australia, and act as a gateway to the rest of the State of Western Australia.

Design Excellence - The New Museum will enhance the attraction of the Perth Cultural Centre and the Perth CBD by creating a civic presence reflective of Perth and the State of Western Australia and creating a landmark destination.

Activated Museum - The New Museum will offer an ever changing, dynamic and creative visitor experience focused on engaging with and empowering its community.

Further information about the New Museum Project can be found [here](#).

ABOUT THE BANKSIA WOODLAND PROJECT

The Banksia Woodland Mural Project is a two-component community engagement program. The first component is a rich learning program focused on Perth's highly diverse yet threatened banksia woodland habitat, to be designed and delivered by WA Museum staff.

The second component of the project is a community art program. Informed by the learning program, the outcome of the art program will be to create a mural of a Perth banksia woodland scene for the *Life* gallery in the New Museum.

The Learning Program

The WA Museum will design and deliver the learning program for this project. Our learning and creativity staff will work with our terrestrial zoology scientists to create an engaging program, which will take participants to our Collections and Research Centre to see where and how our scientists work, and out into the field to investigate banksia woodland habitat.

The Community Art Program

Through the Request for Proposal process, the WA Museum will select an artist to create the background for the mural and work with a small community group to create the elements to populate the mural. The community group will most likely be made up of children and young people, and the community group will be determined with the selected artist.

The artist will be responsible for designing and delivering the final mural artwork, and will work in collaboration with WA Museum staff to design and deliver the community art program. WA Museum staff will work with the artist to develop the program in a way that utilises

the artist's skills and experience.

The WA Museum will provide administration and coordination of the program, as well as access to curatorial and science staff to discuss the requirements of the mural to ensure it reflects the information and learning messages we require.

The Mural

The mural will be the entrance piece for the City Life area of the *Life* exhibition. The mural will welcome visitors into this community space, indicating that City Life is a place for participation, discovery and learning.

The mural will depict the recognisable banksia woodland habitat of the Perth metropolitan area. It will include showcasing elements such as pull-out discovery drawers and specimen jewel cases featuring animals, plants and insects found in a banksia woodland.



Banksia Menziesii
Photo cc gngarra

Format for the Project

The project design will be determined with the artist, within the framework described below. The learning program will be designed and delivered by WA Museum staff.

Revealing the Museum: behind-the-scenes learning experience at the WA Museum Collection and Research Centre

Banksia Woodland field day: Whadjuk Nyoongar Traditional Knowledge and a biological survey of a banksia woodland plot, to develop their knowledge of local biodiversity.

Art workshops and mural creation: applying new knowledge and field-based discoveries to the creation of the mural.

Public program: a digital copy of the mural is exhibited at a public event; participants are able to see their final work on public display at the end of the project and prior to the 2020 opening of the exhibition. Visitors are able to create and add their own small contribution to the mural. This will be run by WA Museum staff.



Banksia prionotes
Photo © JarrahTree

Key message

- The banksia woodlands of the Perth urban environment are unique, special and at risk.

Project objectives

- Foster a sense of care and protection of urban and suburban banksia woodland.
- Raise awareness of the unique biodiversity in the city landscape where we (this community) live.
- Foster an understanding that Perth sits within a recognised biodiversity hotspot (i.e. a biogeographic region with significant levels of biodiversity that is threatened due to habitat destruction).
- Connect people to the biodiversity of their landscape and their place.
- Raise awareness of the WA Museum's role in taxonomic research, which informs environmental conservation and management efforts.
- Foster a sense of ownership of the WA Museum.
- Acknowledge the Whadjuk Nyoongar peoples as the traditional owners and caretakers of Perth's banksia woodland environment.

ABOUT THE *LIFE* GALLERY

The *Life* gallery will celebrate the unique, diverse and interconnected life that has evolved in Western Australia over millions of years.

Gallery aims include:

- Highlight the amazing and unique diversity of life in Western Australia and people's connection to it.
- Feature WA Museum collections and the work of Museum research scientists to foster an understanding of the processes that drive evolutionary adaptation and divergence.
- Inspire action to protect and sustain the biodiversity of Western Australia and its precious habitats by featuring positive stories of engaged community members making a difference.



Turtle frog *Myobatrachus gouldii*
Photo © WA Museum

City Life

Story focus

Sitting within a globally-recognised biodiversity hotspot, Perth is a hotbed of diversity both on land and at sea. But how much do we really know about its biological riches? From backyards to beaches, wildlife abounds in our urban environments. City Life encourages us to take the time to observe, discover and celebrate this biological richness and to take action to preserve it for the future.

Visitor Experience

Welcomed by a highly visual banksia woodland mural highlighting this unique and rapidly disappearing habitat and some of its wildlife, visitors stepping in to City life will be instantly aware that this is a place of fun and discovery. Eye catching displays with interactive elements will provide visitors with an opportunity to get up close and personal with some of their wild neighbours, including marvellous magpies, live reptiles and a massive 6 metre white shark model. The Nature Niche programming space with City Life will provide a vibrant space for visitor interaction with Museum staff, active programming and to promote a conservation message. Comfortable seating, tactile elements and 'wild tails' dress-up and selfie opportunities will help create a welcoming and safe space for both young and old.

BANKSIA WOODLAND

Perth is the only city in the world set in a natural landscape dominated by banksia woodland habitat.

These woodland communities are highly biodiverse and play an important ecological role in and about Perth. Banksia woodlands provide food and habitat source for more than 90 species of birds, including Carnaby's cockatoos. Banksias also provide a valuable understorey that sustains insects, frogs, snakes, skinks and many native mammals. Clearing for urban development continues to threaten the existence of this precious and diverse habitat.

The Perth area contains several different types of banksia woodlands, three of which have been listed as Threatened Ecological Communities and a further four are listed as Priority Ecological Communities. There are three common species of banksia: candle banksia (*Banksia attenuata*), bull banksia (*Banksia grandis*) and firewood banksia (*Banksia menziesii*).

Banksia woodlands are an icon of Perth, yet they are so little known, appreciated and valued by the wider community.



Photos by Arlene Moncrieff

REQUIREMENTS OF THE ARTIST

The Mural

The artist will create the background (landscape) of the banksia woodland environment and facilitate community contributions to the mural in the form of plants, and animals that make their home within the banksia woodland.

The New Museum Project has the following requirements for the mural.

Creative direction

- The mural artwork needs to welcome visitors to City Life and let them know they are entering a participatory, active space.
- The mural needs to be welcoming for all, with the focus of the City Life space being for families. The mural should be family-friendly – appealing to young and older children without being exclusionary to others.



- The mural needs to be accurate in its representation of banksia woodland habitat. The artwork does not need to be photo realistic in style, but it is critical that audiences can recognise the features and landscape of banksia woodland.
- The mural needs to place the banksia woodland environment in the Perth metropolitan area so that visitors to the City Life space understand that these woodlands are found in the places they live in and are familiar with.
- The mural needs to be a cross section of a banksia woodland, featuring the distinct layers of the environment (i.e. stratification: the vertical layering of the habitat) in order to fit with learning outcomes:
 - tree level/sky level – and associated biodiversity;
 - ground level – the ground level shrub, and associated biodiversity;
 - subterranean – to include biodiversity found underground.
- The elements produced by participants will be of the diverse organisms (plants, animals and insects) found in the banksia woodland. The identification of these elements will be an outcome of their participation in the WA Museum led learning program.
- The mural will be viewed at close proximity. The artwork should be visually pleasing close up as well as at a distance.
- Ideally the artwork will include opportunities for adding textured and or 3D materials, appropriate for early learning pre-school (i.e. under age five) audiences.

Practical requirements

- The final artwork in exhibition will be digitally printed. This is to accommodate our exhibition design schedule and installation schedule.
- Community/participant contributions will be created individually and digitally added to the artwork to accommodate the physical design and provide flexibility.
- The artwork can be produced using any medium, but must be capable of being digitised to the highest resolution for printing.
- While the printing, installation and care of the mural will be the responsibility of the WA Museum and its exhibition contractors, the artist is welcome to provide recommendations about the printing material for the final piece installed in exhibition. Material used must be durable and able to accommodate repeated use and touch by children of all ages.
- The dimensions of the final artwork in gallery are yet to be finalised, currently the dimensions stand at: two and half (2.5) metres high by four (4) metres long.
- The final mural will accommodate interactive elements. The location of these interpretive interventions will be determined by WA Museum curators and the exhibition designers, based on the intended learning outcomes and requirements of the space and audience. The Museum will consult with the artist in the initial design of the mural in order to accommodate these interventions.

Community Art Facilitation

Ideally, the artist is someone with experience in community art, or someone with experience in art workshop facilitation or teaching. The WA Museum staff will be part of the workshop process, providing

direction on community engagement.

Community Participation

- The process of creating the mural should enhance the participants' understanding of banksia woodland biodiversity and conservation threats.
- The mural creation should link to and follow participants' outcomes from the learning program.
- Participants will end the project with a sense of pride and accomplishment from the finished artwork.
- Participants should finish the project with a sense of ownership over the mural, and a sense of contribution to the New Museum.
- The New Museum Project would like to utilise this project to reach communities that may not traditionally visit the WA Museum. This will be determined and agreed in collaboration with the artist

Prior Experience

- The artist should have experience in art workshop facilitation and working with novice/non-artists.
- The artist should have experience working with children and young people, and ideally experience working with culturally and linguistically diverse communities.
- The artist will work with WA Museum staff to design the workshops and overall community art program, to best align the learning program with the artistic process and outcome.
- Ideally the artist has experience in designing community art projects or workshops.

PROPOSED TIMELINE

| Month | Activity | Output |
|----------------------|--|--|
| June -July 2018 | Background / landscape design is delivered | Designers have a layout/sketch of the mural to work with in schematic design of the exhibition space. |
| July 2018 | Learning program delivered | Participants have learnt about the banksia woodlands biodiversity and been out to a banksia woodland, and are now ready to turn what they have learnt in to a mural for others to learn from. |
| July 2018 | Mural workshops | Art workshops and creation of the mural with the participants |
| Aug 2018 – Sept 2018 | Public exhibition | <p>Participants are able to see their completed work on public exhibition.</p> <p>The exhibition is used as a public engagement opportunity at a high-profile event and festival goers have the opportunity to contribute to the creation of small elements for the mural (e.g. insects)</p> <p>This will be run by WA Museum staff.</p> |
| Feb 2019 | Final mural artwork is delivered | Final artwork (including component parts) is delivered to New Museum Project. |



Banksia menziesii
Photo © gnangarra

CONTENTS OF SUBMISSION

Before beginning your proposal ensure you have read this document thoroughly.

The 'Requirements of the Artist' and the intended outcomes for the project as a whole, will give you the guidance you need to put together your submission.

Your proposal will be a written submission, supported by examples of your own work that demonstrate your intended approach to the creation of the mural.

Your submission will be assessed based on the criteria outlined below.

Your written proposal will be submitted using the RFP Submission Form. The entire written proposal should be no longer than four (4) pages, including the proposal form and costings.

In providing examples of your artwork you may supply up to four (4) links and/or ten (10) pages.

| Proposal structure | To be included |
|---|---|
| Part A – Cover Form | |
| Proposal Form | Completed Proposal Form (including response to the mandatory criteria) |
| Part B – Written Proposal | |
| Artwork proposal | A description of what the final mural will look like, your methodology and style. |
| Community Art Facilitation | A description of how you propose to co-create the mural with children/young people. |
| Part C – Costings | |
| Table of proposed budget | Proposed cost of your artist fee, including: <ul style="list-style-type: none"> estimate of hours worked - facilitating workshops, preparation time, delivery of final artwork; estimate of materials and other sundry required. <p>Be careful to itemise costs and note any exclusions.</p> <p>NB: The installation of the final mural in gallery will be the responsibility of the New Museum Project.</p> |
| Part D - Previous Work | |
| Examples of previous artwork | These are to be provided digitally, either as an attachment with your proposal or a web link. |
| CV describing ability to work with children and/or young people | |

EVALUATION CRITERIA

Mandatory criteria

The artist/s must have or be eligible to obtain a Western Australian Working With Children's Check and provide two references that speak to their ability to work with children/young people.

Weighted Criteria

Your proposal will be assessed based on the following;

| Weighted Evaluation Criteria | | Weighting |
|------------------------------|---|-----------|
| 1 | Suitability of artistic style to design of the 'City Life' exhibition space. | 20% |
| 2 | Understanding of the intended community outcomes and intention for the mural within the 'City Life' space. | 10% |
| 3 | Approach and methodology to working with community and incorporating WA Museum's learning outcomes. | 25% |
| 4 | Capacity for the artist to work with children and young people, to produce positive engaging experiences for participants. | 25% |
| 5 | Feasibility of proposed costings, project framework and final mural's incorporation in exhibition. | 20% |
| Total | | 100% |

Each of these criteria will be evaluated by considering the following;

| 1 – Suitability of artistic style (Weighted Evaluation Criterion – (20%) | |
|--|--|
| <i>Suitability of artistic style to the design of the 'City Life' exhibition space.</i> | |
| Assessment will be based on: | In assessment WA Museum will consider and evaluate: |
| <ul style="list-style-type: none"> • Examples of previous work • Description of proposed final artwork as informed by the Artist Brief | <ul style="list-style-type: none"> • How well the artist's style will suit the design of the City Life exhibition area. • How well the artist addresses the Artistic Direction and Practical Requirements outlined in the Requirements of the Artist section of this document. |
| 2 – Understanding (Weighted Evaluation Criterion – (10%) | |
| <i>Understanding of the intended community outcomes and intention for the mural within the 'City Life' space.</i> | |
| Assessment will be based on: | In assessment WA Museum will consider and evaluate: |
| <ul style="list-style-type: none"> • Whole of proposal | <ul style="list-style-type: none"> • How well the proposal reflects the objectives and outcomes described in the Artist Brief. |

3 – Approach and Methodology (Weighted Evaluation Criterion – (25%))

Approach and methodology to working with community and incorporating WAM's learning outcomes.

| Assessment will be based on: | In assessment WA Museum will consider and evaluate: |
|---|--|
| <ul style="list-style-type: none"> • Description of proposed artwork • Description of proposed community art facilitation | <ul style="list-style-type: none"> • How integral are participants' contributions to the final artwork. • How the proposal considers integration of the WA Museum learning program into the mural creation. • How the artist's approach will encourage participation, ownership and pride from the participants. • How the artist's approach will ensure a high quality artistic outcome working with non-artists. |

4 – Capacity (Weighted Evaluation Criterion – (25%))

Capacity for the artist to work with children and young people, to produce positive engaging experiences for participants.

| Assessment will be based on: | In assessment WAM will consider and evaluate: |
|--|---|
| <ul style="list-style-type: none"> • CV • Two professional referees. • Description of proposed community art facilitation | <ul style="list-style-type: none"> • Experience in working with children and/or young people. • Experience facilitating in a learning environment. • Ability to engage children and/or young people in positive experiences. • To what extent the proposed community art facilitation demonstrates an understanding of working with children and/or young people. |

5 – Feasibility (Weighted Evaluation Criterion – (25%))

Feasibility of proposed costings, project framework and final mural's incorporation in exhibition.

| Assessment will be based on: | In assessment WA Museum will consider and evaluate: |
|---|--|
| <ul style="list-style-type: none"> • Table of proposed budget • Whole of proposal | <ul style="list-style-type: none"> • Ability of the artist and WA Museum to deliver on the proposal. • Suitability of the proposal to the exhibition design. • Are the resources (time and materials) proposed adequate for the delivery of the project. • Value for money |

SELECTION AND PROCUREMENT PROCESS

The Procurement Process comprises of the following stages;

- (a) Request for Proposal (RFP) Phase: The issue of this RFP is the first stage of the Procurement Process. Respondents are invited to submit a Proposal in response to this RFP. WA Museum may request an interview with shortlisted respondents.
- (b) Negotiation Phase: Following detailed evaluation of Proposals, the preferred respondent will work with WA Museum staff to complete the design of the project and to negotiate costs and timelines.

The Procurement Process described is indicative only. In accordance with the Terms and Conditions, the State reserves the right to change or terminate the Procurement Process at any time.

TERMS AND CONDITIONS

- Payment will be made by invoice, on completion of agreed milestones to be determined at the contract stage.
- The artist must obtain public liability insurance to the value of \$10million before they are contracted to work on the project.
- Copyright and usage rights over the final mural artwork will be negotiated with the artist contract. (e.g. non-exclusive rights in perpetuity).
- The artist must agree to and sign the relevant probity policies as relevant to the New Museum Project.
- The WA Museum reserves the right to accept late submissions at its discretion.

- The following State Supply Commission policies apply during the RFP Phase of the Procurement Process:
 - Value for Money;
 - Probity and Accountability;
 - Open and Effective Competition; and
 - Sustainable Procurement.
- The Buy Local Policy, including the January 2016 and July 2013 Addenda, also applies to this Request.



Banksia attenuata
Photo © gnangarra

LODGING YOUR PROPOSAL

- The respondent must ensure that its proposal is a complete proposal;
- The proposal is to be sufficiently detailed to enable assessment without requiring further information from the respondent;
- Ensure the examples of, or links to examples of, your artistic work are sufficient for the panel to assess the suitability of your work for the project and the exhibition space;
- Email your completed proposal to newmuseum@museum.wa.gov.au;
- Proposals must be received by **4pm on Monday 14th of May**;
- The WA Museum reserves the right to accept late applications at its discretion.

ENQUIRES

We recommend speaking with WA Museum staff about the project and its intended outcomes before you complete your proposal. You can contact the staff member on the details below.

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New Museum Project

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