



City of Perth

Visit Perth Online

Arts and
Culture
Experiences

Expression of Interest



DAEK WILLIAM, 2017

The Brief

With the objective of supporting and strengthening Perth's local arts and culture scene after being significantly affected by the COVID-19 pandemic, the City of Perth is seeking submissions for meaningful online experiences.

These experiences aim to showcase Perth's unique cultural identity, provide positive impacts on community wellbeing, promote aesthetic enrichment, stimulate creativity, and build a sense of belonging to Perth's shared cultural heritage.

**Submissions can be made within two categories
'Minor Activations' and 'Major Immersive Experience'.**



Minor Activations

Submissions made within this category should not exceed a budget of \$5,000 and can engage with participants/viewers for a short period of time, including one off scenarios.

Submissions within this category will be staggered in delivery between 15 May – 28 June via the City of Perth's online channels.

Some inspiration:

- Art demonstrations including time-lapse
- Interactive art, music or dance workshops/classes
- Aboriginal storytelling
- Music performances
- Arts and culture quiz night
- Podcasts



Major Immersive Experience

This Major Immersive Experience has a total budget of \$50,000 and may be awarded to one or more submissions.

This category encourages respondents to aim for maximum online-impact and engage with participating viewers for an extended period of time (up to six weeks), and/or by encouraging-repeat 'visitation'.

The Major Immersive Experience will be delivered between 22 June – 2 August via the City of Perth's online channels.

Some inspiration:

- Online music festival
- Digital community art project
- NAIDOC Week content
- Gamified augmented reality/virtual reality-experience
- Interactive online arts experience
- Program/series of online tutorials or workshops

Content Distribution

All content will be made available to the general public free of charge. Content will be uploaded to the City's digital platforms, including the Visit Perth website and/or social media platforms.

When creating your content, you should take into consideration how the work will

translate over varying platforms including YouTube, Facebook, IGTV, podcast, and Zoom.

If your submission is successful, the City will liaise with the-respondent as to how the work will be distributed.

Criteria

All submissions will be assessed against the below criteria:

1. Is the work new and original, not previously available for people online?
2. Is the work engaging and/or interactive?
3. Does the work showcase the City of Perth's authentic cultural identity?
4. Is the work/content of high quality?
5. It is desirable that the respondent be based or have previously conducted work within the City of Perth.



Eligibility

To apply for either of the two categories you must:

- Be a Perth-based creative/creative organisation
- Adhere to State Government laws and recommendations surrounding COVID-19
- Have a registered ABN
- Agree to the strict timeline below

Timeline

**Expressions of
Interest close**

5pm, 3 May 2020

**Minor Activations
implemented**

15 May – 28 June 2020

**Successful
applicants
announced**

6 May 2020

**Major Immersive
Experience
implemented**

22 June - 2 August 2020

How to apply

To apply for this project please email the following information to the City's Events Officer.

1. **In the body of your email please answer the following questions:**
 - Full Name
 - Artist Name/Organisation (if applicable)
 - Address
 - Phone Number
 - What category are you applying for?
 - Intended age of your audience
2. **Attach the Project Description addressing the above-mentioned assessment criteria as a PDF document (maximum two pages).**
3. **Attach a Budget breakdown (itemising all costs within above-mentioned limits).**
4. **Attach your CV to the email and evidence of past works, including images and videos. Documents over 10MB need to be sent via a file transferring service.**

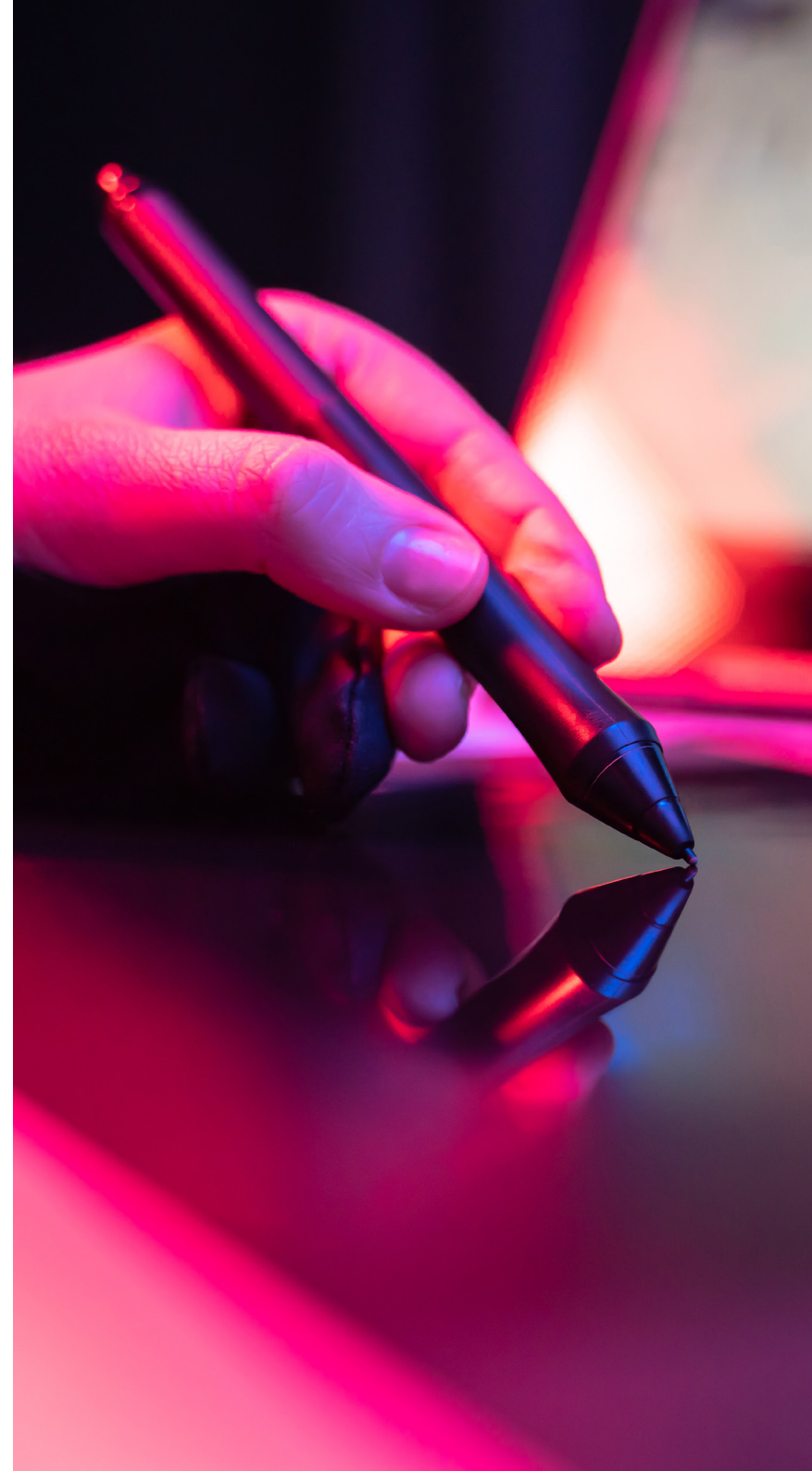


Assessment

All submissions will be assessed against the listed criteria and eligibility requirements by a panel of City of Perth staff members.

The City of Perth acknowledges the impact COVID-19 has had and continues to have on the arts community. This Expression of Interest process is intended to be as easy and pain free as possible.

Submissions should address key details only; additional information will be gathered by the City if and when required.



Contact

If you have any questions about this
Expression of Interest, please contact:

Adam Gregory

Events Officer

City of Perth

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adam.gregory@cityofperth.wa.gov.au