



Campaspe Shire Council – Expression of Interest (EOI) for Reconciliation Action Plan Artwork

Campaspe Shire Council is seeking Expressions of Interest (EOI) from Aboriginal and/or Torres Strait Islander artists to create a unique artwork that will be featured in our Reflect Reconciliation Action Plan (RAP). The RAP is an ongoing commitment to strengthening relationships, respect, and opportunities with First Peoples in our community.

The selected artwork will also be embedded across the organisation's communication platforms, documents, and marketing materials. As such, the artist will be required to grant Campaspe Shire Council a digital licence for the use of the artwork.

About the Opportunity:

Campaspe Shire Council invites Aboriginal artists with a strong cultural connection to Country to submit an EOI for the creation of an original artwork that reflects the themes of reconciliation, connection, and community. The selected artwork will be prominently featured in Council materials and require a digital licence agreement to support its ongoing use.

The anticipated budget for the commissioned artwork, including final concept design, creation of artwork and digital use license is projected to be between \$10,000 and \$13,000 (ex. GST), subject to negotiation and final scope.

Artists Eligibility:

We welcome EOIs from Aboriginal and/or Torres Strait Islander artists who:

- Have a connection to the Campaspe region or surrounding areas.
- Are experienced in traditional and/or contemporary Aboriginal art forms.
- Can convey themes of reconciliation, culture, and unity through their artwork.
- Applicants must be First Nations artists or artist collectives.
- A strong understanding of First Nations cultural themes and storytelling.

Artwork and Digital Licence Requirements

- The artwork should represent themes of reconciliation, connection, and the history and aspirations of First Peoples in the Campaspe region.
- It must be an original piece created specifically for this project.
- The final artwork should be suitable for use in both digital and print formats.
- The selected artist must agree to a digital licence that allows Campaspe Shire Council to embed the artwork across its communication platforms, documents, and marketing materials while ensuring the artist is acknowledged appropriately.

Key Objectives:

- **Reflect Reconciliation:** Create a piece that symbolises our journey toward reconciliation, highlighting themes of mutual respect, healing, and cultural connection.
- **Celebrate Cultural Heritage:** Incorporate elements that honour the history, traditions, and stories of First Nations communities, ensuring their cultural values and connection to Country are at the forefront.
- **Engage the Community:** Design an artwork that resonates with and is accessible to the broader community, fostering dialogue and understanding between Aboriginal and non-Aboriginal peoples.

Selection Criteria

EOIs will be assessed based on the following:

- Artistic experience and previous work.
- Connection to the Campaspe region.
- Interpretation of the RAP themes.
- Ability to deliver the artwork within the agreed timeframe.
- Willingness to enter into a digital licence agreement with Campaspe Shire Council.

How to Apply (simple example at the end of this EOI)

Interested artists should submit an EOI including:

- A short biography, including cultural connections and previous artistic experience.
- Examples of previous work (photographs or links to portfolios if available).
- A brief statement outlining your concept for the artwork (max 300 words).
- Confirmation of willingness to enter into a digital licence agreement.

- Any relevant community references or endorsements.
- Provide a clear timeline for the design, production, and delivery phases of the artwork.
- Submit a comprehensive quote that details artist fees, material costs, and the digital licence for the artwork to be embedded into the organisations IT platforms, including social media platforms, documents and marketing materials.

Timeline:

- **Stage 1 – Expression of Interest Submission:**
 - EOI Opens: 17th April 2025
 - EOI Closes: 15th May 2025
 - Notification of Outcome: 22nd May 2025
- **Stage 2 – Concept Design Development:**
 - Detailed design proposal and budget due by or before: 19th June 2025
- **Stage 3 – Production & Installation:**
 - Artwork production and delivery to be completed by or before: 1st September 2025

How to Apply:

Submit your EOI in PDF format to shire@campaspe.vic.gov.au by Thursday 15th May, 2025 - 5:00 pm].

Contact Information:

For any queries or further information, please contact:

Suzy Barlow - First Peoples Engagement Officer

PH: 0473 360 731

Email: s.barlow@campaspe.vic.gov.au or

Kris Tito – Arts & Culture Coordinator

Phone: 03 5481 2818 or 0457 977 685

Email: k.tito@campaspe.vic.gov.au

Campaspe Shire Council looks forward to your creative expressions and collaborating with you to bring our Reflect Reconciliation Action Plan to life through meaningful public art.

NB: We can provide applicants with examples of digital licences. Artists in the Black are a fantastic support for Aboriginal and Torres Strait Islander Artists.

[Artists in the Black - Arts Law Centre of Australia](#)

Example EOI Submission

Name: Jane Doe

Cultural Connection: Yorta Yorta Nation

Contact Details: janedoe@email.com | 0400 123 456

Biography:

I am a proud Yorta Yorta artist based in Echuca, with over 10 years of experience in contemporary and traditional Aboriginal art. My work has been exhibited in local galleries and community projects, and I have collaborated on public art pieces representing First Peoples' culture and stories. My art is inspired by the waterways, landscapes, and stories of my ancestors.

Examples of Work:

- [Link to online portfolio or attached images]
- [Images of previous artwork]

Concept Statement:

For this project, I envision an artwork that reflects the connection between the Campaspe River, the land, and its people. Using traditional motifs and contemporary styles, I aim to illustrate the journey of reconciliation, representing past, present, and future generations coming together. The design will incorporate key cultural symbols, such as meeting places, water flows, and the resilience of the First Peoples in the region.

- [Suggested colour palette]
- [Symbolic elements that connect with the community's stories and traditions]

Confirmation of Digital Licence Agreement:

I confirm my willingness to enter into a digital licence agreement with Campaspe Shire Council, ensuring my artwork can be used across the organisation's communication platforms, documents, and marketing materials while maintaining appropriate artist attribution.

Community References:

- [Reference Name], Local Elder, Yorta Yorta Nation – [Contact Information]
- [Reference Name], Campaspe Community Arts Group – [Contact Information]