



# CELEBRATE. CREATE. CONNECT.

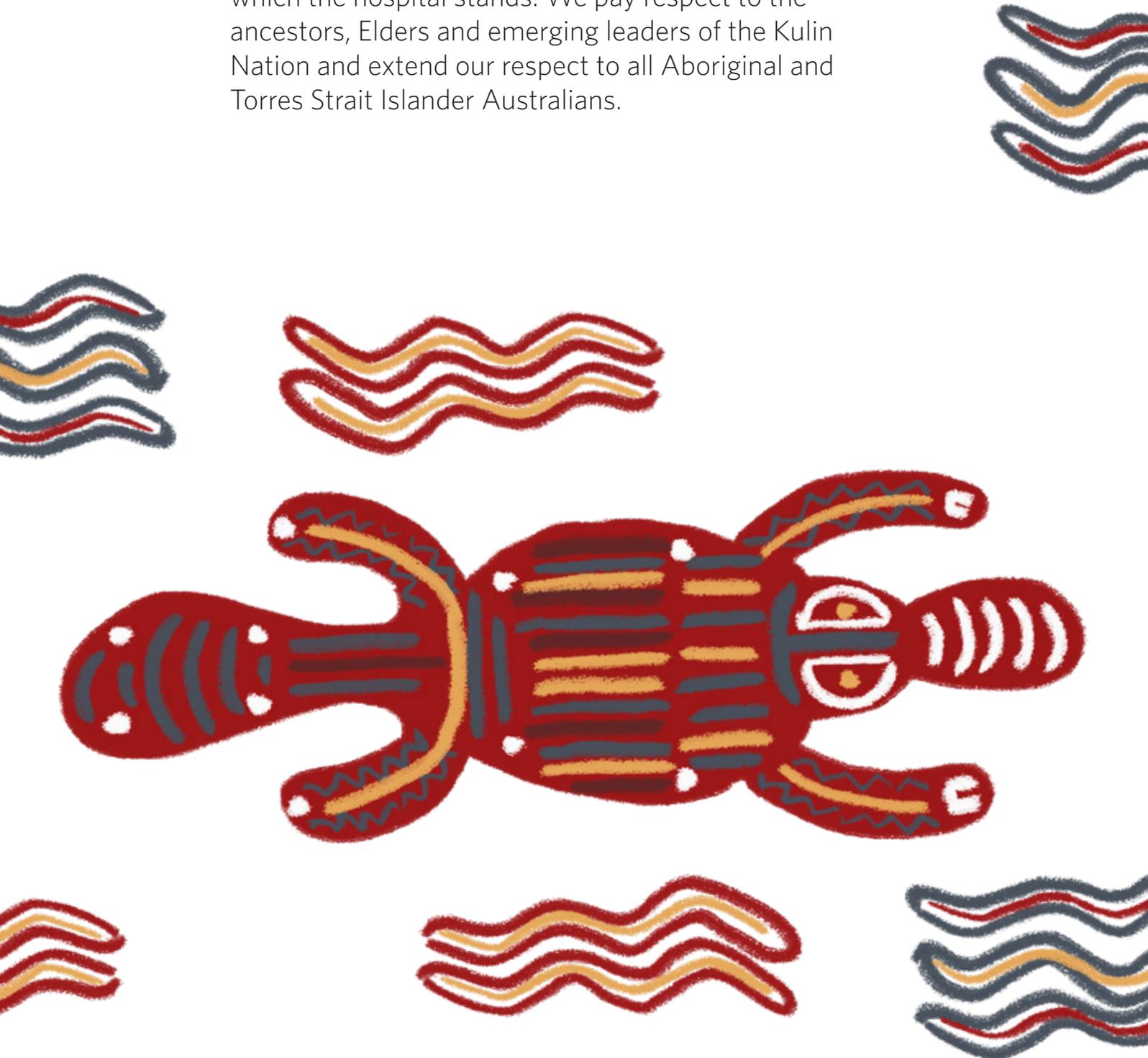
The RCH150 Aboriginal Art Project



## **ACKNOWLEDGEMENT OF COUNTRY**

---

The Royal Children's Hospital and The Royal Children's Hospital Foundation acknowledge the Wurundjeri people as the traditional custodians of the land upon which the hospital stands. We pay respect to the ancestors, Elders and emerging leaders of the Kulin Nation and extend our respect to all Aboriginal and Torres Strait Islander Australians.



## CONTENTS

---

INTRODUCTION	4
THE RCH150 ABORIGINAL ART PROJECT	6
PROJECT SCHEDULE AND TIMEFRAME	8
BUDGET	11
TERMS AND CONDITIONS	11



# INTRODUCTION

---

In 2020, The Royal Children's Hospital (RCH) will celebrate its 150th anniversary. This is a remarkable milestone for a hospital that began in 1870 with just six beds. The story of how the RCH has grown from such humble beginnings to become one of the world's great paediatric hospitals is as impressive as it is unique. In recognition of this major milestone, the RCH and RCH Foundation will present RCH150, a year-long program celebrating the achievements of the RCH to date, and chart a path towards the future of paediatric healthcare and the RCH's role in it.

RCH150 seeks to:

- celebrate the achievements of the RCH over the past 150 years, acknowledging and honouring past and current contributors to the RCH and the RCH Foundation
- reinforce why the RCH exists and set the agenda, spirit and vision for the hospital's future
- leave an enduring legacy for the RCH and its extended community

## Key messages for RCH150

---

- the RCH is proud of its achievements over the past 150 years, but remains focused on how it can advance the future of child and adolescent healthcare
- the RCH has been part of the community for 150 years, and will continue to be there for all children in the future
- the RCH has always embraced transformation - from medical innovation, to transforming the lives of children - and it will continue to evolve alongside the needs of the community
- at the same time, some things don't change - children will always need the RCH's support so that they can enjoy healthier futures



## Culture in RCH150

---

The inclusion of Aboriginal and Torres Strait Islander culture in the RCH150 program is of significant value and priority. Through RCH150, the RCH and Foundation aim to:

- build aspirations, and support respectful and genuine engagement between the RCH and First Nations communities
- further develop and encourage culturally safe practices at the RCH, in order to provide equal and safe experiences for patients and their families, staff and other stakeholders
- encourage participation in the hospital's anniversary celebrations
- promote the value of health in First Nations communities

## The project

---

As a gift to the RCH for its 150th anniversary, the RCH Foundation has committed to commissioning a major artwork to be permanently installed within the hospital. The commission is conceived as a call for an original public artwork by an Australian First Nations artist, artist collective, or consortia of artists, with the final work to be housed at the RCH.

## The commissioning entity

---

The RCH Foundation is the commissioning entity for the artwork. The RCH Foundation is the fundraising arm of the hospital; raising, managing and distributing donated funds to enable the RCH to provide the best care to patients and their families.

## Project objectives

---

The project aims to fulfil the following objectives:

- generate greater visible acknowledgment of First Nations cultures within the hospital
- increase engagement between Australia's First Nations communities and RCH stakeholders
- uphold the value of a positive relationship between the RCH and our First Nations communities
- leave a culturally significant legacy for the RCH and our First Nations communities

## Project Steering Committee

---

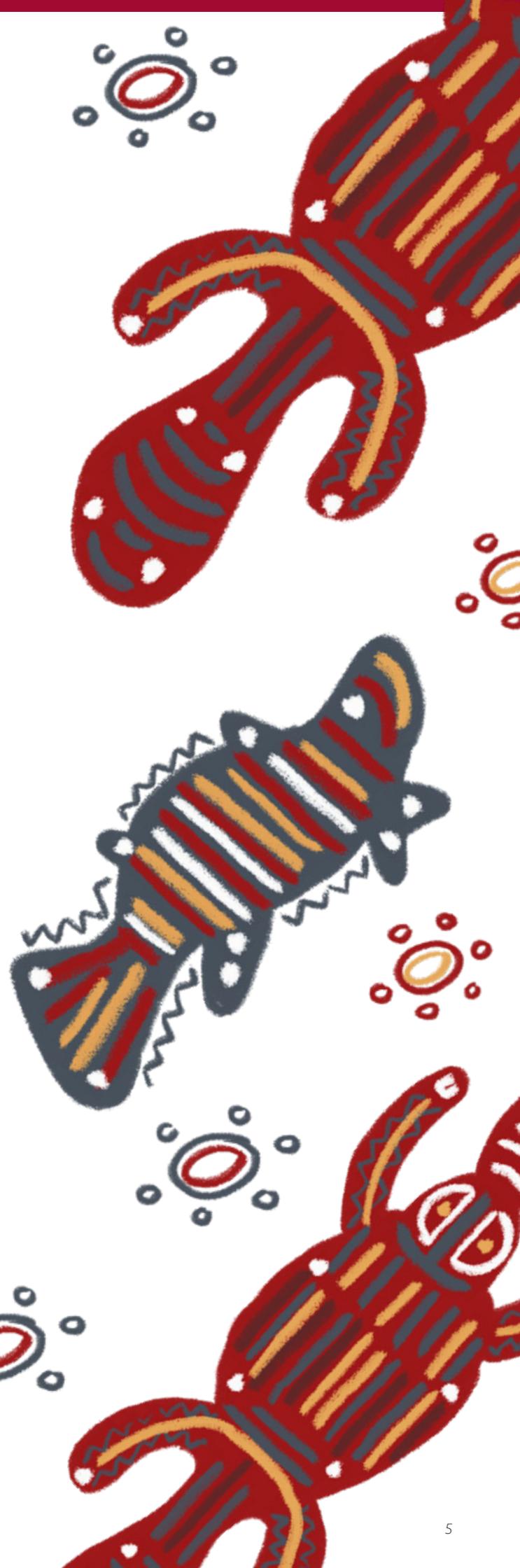
A Project Steering Committee (PSC) will be convened to oversee the delivery of the commission. The overall aim of the PSC is to support the successful delivery of the project by providing oversight, cultural consultation and guidance to the project team as required. The PSC will oversee the selection process, making a final recommendation for approval by the Chief Executive Officers of the RCH and the RCH Foundation. Members of the PSC represent a range of stakeholder interests and have expertise across the arts, media, community, and health sectors.

## Selection process

---

The following steps will be undertaken to select the successful submission:

1. The RCH150 team will assess submissions for eligibility; incomplete submissions will be considered ineligible.
2. The RCH150 team will conduct a viability assessment of proposals, considering durability, risk management, public safety, operational, budgetary and maintenance matters.
3. The proposals will be presented to a group of RCH patients to ascertain their responses and feedback. This, along with the initial RCH150 assessment report, will be provided to the PSC.
4. The PSC will assess the submissions against the set project criteria, review the reports provided to them (as per steps two and three above), and shortlist up to five proposals.
5. Shortlisted artists will then be engaged to further develop their proposal; each shortlisted artist will be paid an honorarium of \$2,000.
6. The shortlisted artists will present their revised proposals to the PSC.
7. The PSC will assess the revised proposals, before making a final recommendation for approval to the Chief Executive Officers of the RCH and the RCH Foundation.



# THE RCH150 ABORIGINAL ART PROJECT

---

## Prerequisites

---

- this is a commission for a new and original work; existing artworks and/or concepts will not be accepted as part of any application
- submissions will only be accepted by artists who identify, and are identified by their community, as an Aboriginal and/or Torres Strait Islander person (in the case of a consortia of artists, all artists must identify as Aboriginal and/or Torres Strait Islander)
- the public artwork is not intended to be a memorial of any kind

## Applicant guidance

---

The RCH Foundation is seeking applications of a public artwork of any form, including, but not limited to, digital works, installations, murals or sculptures. The ideal artwork will contribute to the visual and textural character of the RCH, creating a feeling of belonging, and should foster a sense of spirit by celebrating history or cultural heritage, as well as embracing the future.

All applications must feature an original artwork concept that can be permanently installed in a public space in or around the hospital's Parkville campus, and can be:

- representational or abstract
- located internally or externally
- integrated with architectural infrastructure, or landscape
- functional, commemorative, decorative, kinetic or interactive, and utilise technology, text or sound

The RCH Foundation recommends that submissions be relevant and responsive to the site and community it will serve, and should be shaped by conversations with project and community representatives. Discussion points could include site conditions and limitations, the population served, and any requirements concerning materials for fabrication/construction.

As with any public art project, the artist's responsibility is to first understand the commissioner's perspective on the project, and then create an artistic response that absorbs these ideas but has not been literally influenced by these predispositions. Throughout the project, the artist will not only be trying to satisfy the artistic goals of the project, but also recognise the multiple constituencies or voices that have an interest in the

project. The artist should articulate what they hope to achieve and provide information that contributes to a constructive and comprehensive conversation about all aspects of the project.

When an artist's conceptual ideas are reviewed by the RCH Foundation, the RCH Foundation will take into consideration the impact on the hospital and its community in the feedback process. Whilst it is the belief of the RCH Foundation that artists should be free to exercise their creative and artistic skills, the following information defines a broader scope for potential applicants. Additionally, the themes and supporting materials cited in this brief are included in order that they support an investigation and understanding of the site.

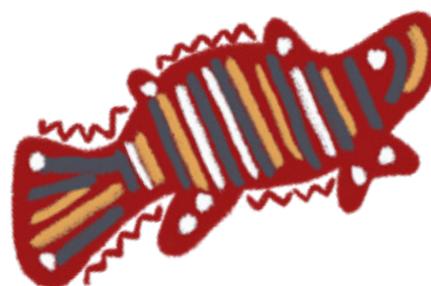
It is expected that the artwork be site-specific in its thematic and conceptual framework. The project brief does not define which elements, or how many, should be incorporated into the work; it is the artist's role to be selective in this regard, in keeping with their own stylistic preferences.

## Themes for consideration

---

The focus of the artwork is to value and celebrate the strong culture of the First Peoples of Australia, and to acknowledge the importance of their history and future with the hospital, particularly that of Aboriginal and Torres Strait Islander children. As a guide, the work may reflect and incorporate themes of:

- Aboriginal and Torres Strait Islander culture
- paediatric health
- intersections between historical layers of place
- cross-cultural and cross-community connections
- acknowledgment of history
- embracing the future
- vibrant and activated public spaces



## Design considerations

---

As the work will be positioned in public space, it should:

- engage a broad audience (and be suitable for exhibition in a public space)
- have the capacity to attract people's attention through reflection, evocation and/or amusement
- demonstrate and celebrate the significance and value of First Nations culture and history
- serve as a statement across the campus
- be of high artistic quality
- create and enhance a sense of place
- be able to be viewed in close proximity by patients, visitors and staff
- be visually appropriate and relevant to the site and context of the commission
- be of scale that is relevant to the site
- comply with all relevant Australian Safety and Building Standards and Codes
- have a minimum lifespan of 25 years

In developing their concept(s), artists should also take into consideration that:

- the work has the potential to include multiple artistic and creative elements
- the use of innovative materials including those that are environmentally-sustainable and eco-friendly is encouraged
- materials used must be durable, robust, high-quality and resistant to vandalism and/or graffiti
- the design must meet all relevant safety standards
- the design should avoid dangerous protrusions and sharp edges, and (if sculptural) must not have the ability to be easily climbed
- the work should require minimal ongoing maintenance and be easily cleaned

The artwork will remain in situ permanently, so concepts need to be developed with this factor in mind. It can be a single freestanding element, or alternatively the design can incorporate a number of elements throughout the full extent of the designated site(s). The activated site could be external or internal.

Applicants could propose a work that responds to a singular site, or multiple locations. If the work encompasses multiple locations, a cohesive design that clearly shows how the multiple locations are visually and thematically connected is expected as part of their submission.

Potential applicants are invited to walk through the public spaces of the hospital campus to assist in the determination and parameters of their design(s). For regional and/or interstate artists who are unfamiliar with the RCH campus, please take the virtual tour:



[www.rch.org.au/info/virtual\\_tour/rch-virtual-tour/](http://www.rch.org.au/info/virtual_tour/rch-virtual-tour/)

## Limitations and restrictions

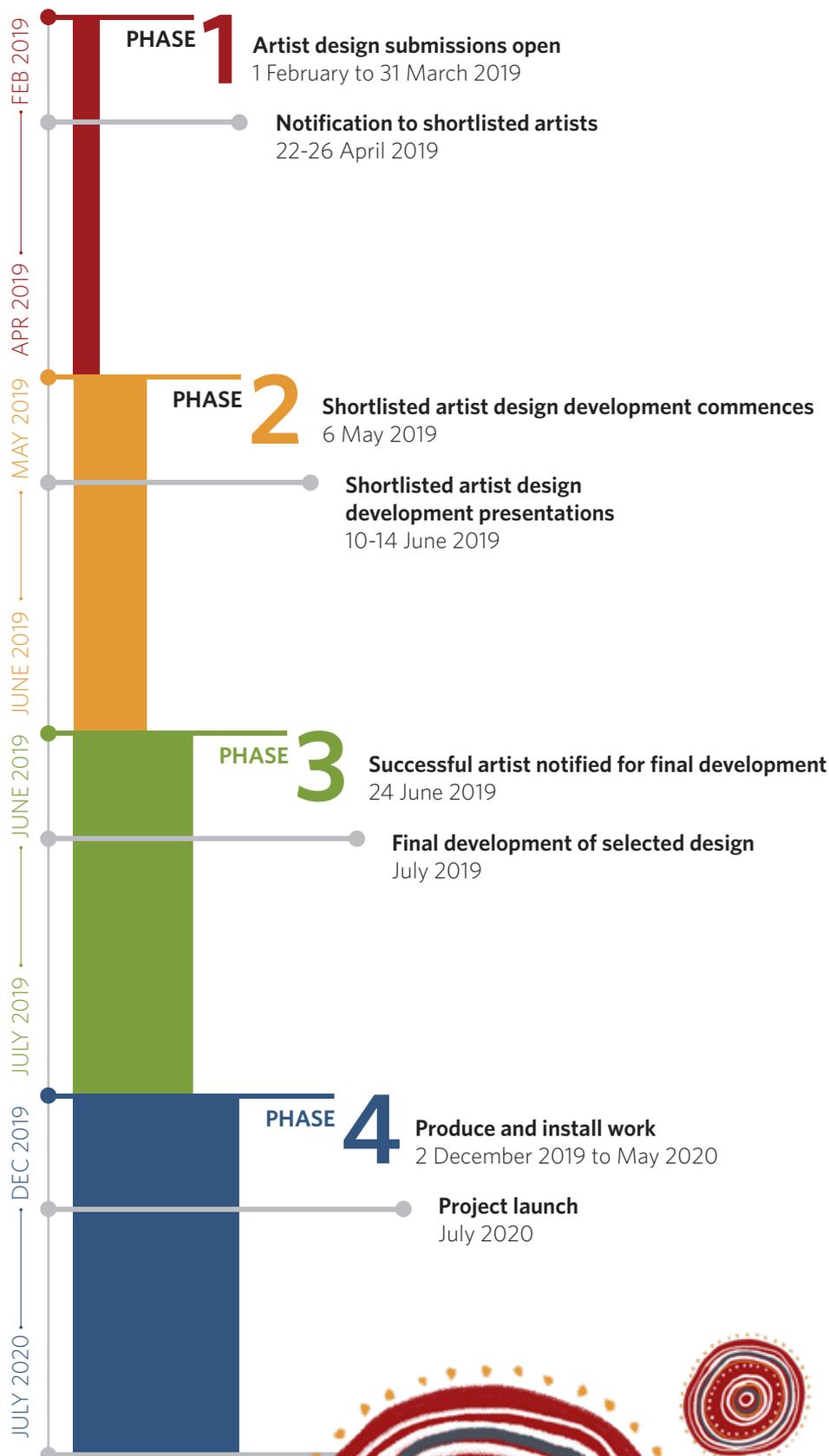
---

The public artwork will need to be designed and located so as not to adversely affect the safety of patients, visitors and staff; all hospital wards and clinical areas are strictly disqualified from the site considerations for the work. If located externally, the work will need to withstand climatic conditions, including exposure to condensation, water, wind, hail, bird droppings, summer heat and airborne chemical pollutants. The artist will need to work within the restrictions and parameters imposed by this brief and by the site. The design submission must identify long-term maintenance requirements and estimated costs, being as accurate as possible.



# PROJECT SCHEDULE AND TIMEFRAME

The project will consist of four phases:



## Artist design concept submissions

- open national call for First Nations artists
- submission of preliminary concept proposal and relevant supporting documentation

## Design proposal development from shortlisted artists

- shortlisted applicants develop their design concepts for presentation to the Project Steering Committee.

## Final design development from selected artist

- final development of design concept based on feedback from the Project Steering Committee, including all documentation and detailed cost of the project as outlined in this brief

## Commissioning, fabrication and installation

- commissioning and installation of the project
- concluded by public reveal

## PHASE ONE - Design concept submissions

---

The call for artist design concept submissions will be for general circulation to individual artists and arts organisations Australia-wide. Applicants will be required to submit design proposals that include:

- a written response to the site and the project brief (maximum two pages)
- initial draft visual concept responding to the project brief
- curriculum vitae
- examples of relevant previous work (indicating materials, dimensions, locations, commissioners, collaborative partners)
- names and details of at least two references relating to previous work
- indication of availability and response to project timeframe

Submissions will be assessed on:

- a clear concept that communicates ideas relevant to the project brief

- artistic merit as evidenced in the visual material provided
- demonstrated ability to work on significant projects within timelines and budget
- previous relevant experience in the public realm
- demonstrated ability to create work that engages with a broad market
- demonstrated ability to work on permanent and durable work
- experience with materials of relevance to the proposed design

### Sculptural and structural designs

---

The successful proposal may need to be certified during the design development stage by a structural engineer for material and architectural strength. It is recommended that preliminary discussions with qualified engineers take place during Phase One of the design process.

## PHASE TWO - Design concept development

---

Up to five shortlisted artists will be invited to further develop their proposal, receiving written feedback from the PSC. Shortlisted artists will be paid an honorarium of \$2,000. The revised proposal must comprise:

- drawings and elevations of the proposed artwork to convey the concept (to be presented in a professional and artistic manner)
- a site plan showing the exact location(s) of the artwork when installed
- a concise concept paper (maximum 2 pages)
- design development, fabrication and installation timeline (with an indication of who will fabricate the work and an outline of fabrication contractors and supply relationships)
- an indication of any known ongoing maintenance requirements associated with the proposal (a comprehensive maintenance schedule will be required from the successful artist to produce the work)

Artists will be asked to present their revised proposal to the PSC. Assessment of the revised proposal will consider the aesthetic, conceptual and technical expertise demonstrated in the proposed work. Consideration will be given to:

- aesthetic response to the site and the brief, including scale and material
- conceptual response to the site and the brief
- artistic merit of the proposed concept
- demonstrated response to the PSC's written feedback
- public safety and risk management issues
- maintenance issues
- robustness and durability

All parties need to be satisfied that the proposal is achievable within the budget available, and that the work presented will be of a high professional and artistic quality that clearly conveys the artistic concept. Applicants must be able to undertake and deliver the project within the timeline specified.

## PHASE THREE - Final design development

The selected successful artist will be required to further develop their design, and ensure the proposal meets all safety, engineering and other RCH requirements. An indicative maintenance schedule will need to accompany the final developed design.

Following design development approval, the successful artist will then be required to enter into a written contract with the RCH Foundation. The contract will be in the form of a Commission and Licence Agreement, and will state that:

- while Copyright of the artwork remains with the artist, the selected artist will grant the RCH and the RCH Foundation an exclusive, worldwide licence, to use the work for non-commercial purposes, in perpetuity
- ownership of the physical work transfers to the RCH on completion of the project

Excluding installation onsite at the RCH campus, any and all licences or permits required during the design and fabrication, and transportation of the artwork, are the sole responsibility of the artist.

## PHASE FOUR - Commissioning, fabrication and installation

During this phase, the artist will commence production, and install the work on site. It is a condition of the commission that the successful artist, and any subcontractors will hold Public Liability Insurance (to the value of \$10,000,000) and Work Cover during the fabrication and installation of the artwork.

- the artist must ensure that the work is of high production standard and workmanship

- the RCH will undertake regular inspections, including a final expert inspection, for any defects and concept compliance before handover
- a maintenance manual and schedule must be provided by the artist as part of the handover of the artwork, including a list of all materials and colours used. If the artwork is sculptural, or requires assembly of parts, then a complete assembly manual including all materials used must be submitted, in addition to the previous documentation

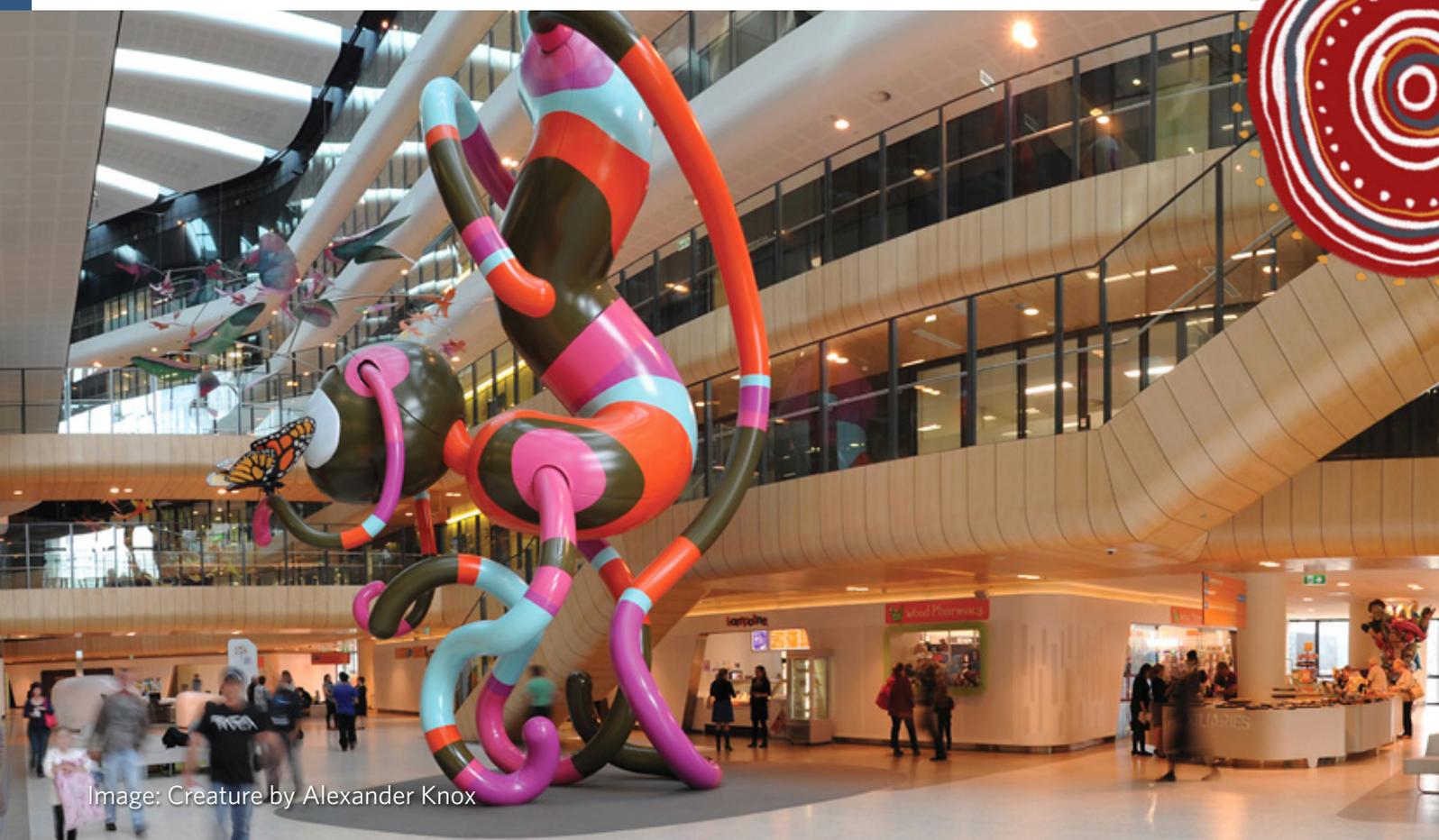


Image: Creature by Alexander Knox

## BUDGET

The total project budget is \$100,000 exclusive of GST. This budget must include all costs associated with:

- design development
- community and stakeholder consultation
- materials
- engineering
- fabrication
- equipment hire (excluding plant hire relative to install)
- transportation of artwork to site
- artist's fee (inclusive of install process)

The RCH Foundation will contribute adequate funds to pay for any required site preparation and restoration, costs specific to the installation of the artwork on site, and marketing and promotion of the project. The RCH Foundation will provide and pay for a plaque acknowledging the artist, commissioner and project.

The RCH Foundation will negotiate with the selected artist/s with regards to assistance with any travel and accommodation costs if required (for regional, remote or interstate artist/s only).

## TERMS AND CONDITIONS

The selected artist will be required to enter into a written contract with the RCH Foundation. The contract will be in the form of a Commission and Licence Agreement.

Prior to the commencement of work, the artist will be required to undertake a site induction, and provide a valid Working with Children Check and National Police Clearance.

The project budget is the total available allocation available towards the fabrication and realisation of the project and no additional fees will be provided to the artist or any other entity associated with the project.

Any and all determinations or decisions made by the Project Steering Committee to the terms of the Project Brief shall be final and conclusive to all parties concerned.

Applicants are not to use The Royal Children's Hospital name, logo, image or any other RCH-owned symbol or icon for any purpose without the prior written consent of the hospital.

The RCH will retain ownership of the work. The artist will not reproduce identical artworks for another party.



Image: Sky Garden by Jade Oakley



Enquiries regarding this project brief should be directed to:

**Bebe Backhouse**

Senior Program Producer RCH150

[Bebe.Backhouse@rch.org.au](mailto:Bebe.Backhouse@rch.org.au)

03 9345 6219