



## Expression of Interest (EOI)

### ***Creative Cart – Digital Artwork Commission***

**Budget:** \$3,000 plus GST (if applicable)

**Applications due:** Monday 16 September 2023, 5pm AEST

**Project delivery dates:** October - November 2024

**Open to:** Lake Macquarie Artists and Designers

#### **About the Opportunity**

*Lake Macquarie City Council is seeking proposals for local artists to design a unique digital artwork for application on the Creative Cart. The design will help to make the Creative Cart unique, vibrant and eye-catching for its utilisation across Lake Macquarie.*

#### **Background**

*Lake Macquarie City Council is committed to fostering a creative community by providing quality, accessible opportunities in our local places and spaces to encourage cultural awareness, create professional development pathways for artists and celebrate community identity.*



## Target audience

- The community of Lake Macquarie
- Families
- Visitors

**Location:** Across Lake Macquarie

## Specific project requirements

- The successful project would make the Creative Cart visually interesting.
- The design should be vibrant and colourful
- The work will have visual impact.
- The digital artwork may be used for other creative treatments to promote the creative cart

## Criteria for selection

In selecting a concept, the selection panel will consider (but not be limited to) the following key selection criteria:

- Open to Lake Macquarie Artists.
- Quality of visual representation.
- Originality of the concept.

## Timeline

Milestone	Date	Duration
Expressions of interest open	Friday 23 August 2024	
Expressions of interest close	Monday 16 September 2024, 5pm AEST	4 weeks
Selection panel assessment	Week starting 16 September 2024	1 week
Confirmation of artist/designer	Week of September 23, 2024	1 week
Artwork completion	October 2024	4 weeks
Installation	October – November 2024	

Lake Macquarie City Council will cover the costs associated with managing the installation of the artwork on the Creative Cart

The selected artist will be paid 50% of the artist commission upon approval of the artist concept and 50% after successful installation. Alternative instalment arrangements can be negotiated.

## Response to expression of interest

Artists/designers are invited to submit their EOI in response to the brief.

### **Responses should include:**

1. Contact details: name, telephone, mobile, email address, street address, ABN.
2. Current CV, website or social media links relevant to the opportunity.
3. Up to 250 words describing your concept and implementation.
4. Up to three examples of previous works.

**For an EOI to be considered, the artist must comply with the following requirements:**

1. All applicable EOI documentation is completed in full and submitted and
2. The EOI is lodged by the specific closing time.

Any EOI that does not comply with the above requirements or meet the minimum content standards may be deemed non-compliant and eliminated from the assessment process unless it is clear that the artist has made an unintentional error of form.

**Expressions of interest may be lodged with Council either electronically via openforms at:**  
[Creative Cart - Digital artwork commission 2024 Expression of Interest \(openforms.com\)](#)

**Or in hard copy format:**

Lake Macquarie City Council Offices  
126 – 138 Main Road, Speers Point NSW 2284  
PO Box 1906 HRMC NSW 2310

Artists are responsible for ensuring that any documents or information sent electronically are in an acceptable format (such as PDF, Excel, or Word).

**All applicants are encouraged to discuss your EOI pitch and application form, and or to discuss accessibility adjustments to the application process, please contact:**

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