

ABORIGINAL ARTWORK NEEDED

Expressions of Interest for Aboriginal Artists or Designers

The Western Health Alliance Limited (WHAL) trading as the Western NSW Primary Health Network (WNSWPHN) is calling for Aboriginal artists or designers with family of origin from the WNSWPHN footprint to submit an Expression of Interest (EOI) to produce a piece of artwork for use by the WNSWPHN in the publication of its WNSWPHN Reconciliation Action Plan (RAP), and other corporate publications/projects of the WNSWPHN.

Project Background

The WNSWPHN is developing its first plan for reconciliation with the support of Reconciliation Australia. A draft of the plan can be found [here](#).

Embedding Aboriginal health is a guiding principle for the WNSWPHNs work, and so reconciliation is critical to achieving meaningful gains in the health and wellbeing of Aboriginal people in the WNSWPHNs region.

The Innovate RAP is representative of where WNSWPHN is on its reconciliation journey, allowing for the WNSWPHN to acknowledge the work it is already doing and to aspire for deeper understanding to build better relationships and partnerships which will advance reconciliation and better health outcomes in our region.

There are 15 committed Reconciliation Working Group members who come from the staff of the WNSWPHN, from external organisations and from Aboriginal community across the WNSWPHN region.

WNSWPHNs vision for reconciliation is:

“By acknowledging, listening, accepting and learning to support one another; together we will improve Aboriginal health outcomes in the Western NSW Primary Health Network region.”

Artwork concept

The artwork will be used on the cover of the Reconciliation Action Plan, and throughout the document and will be used as a representation of the RAP on relevant and appropriate PHN promotional materials about the strategy, both digitally and in printed format.

The purpose of the artwork is to provide **visual representation of how the WNSWPHN will bring its vision for reconciliation to life** in its core duties as a commissioner of services to support and improve the health and wellbeing of Aboriginal people in the regions of the Murdi Paaki and Three Rivers Assemblies, by fostering and strengthening relationships and partnerships with Aboriginal communities and other organisations.

Key themes could include:

- Wellbeing
- Connection
- Healing
- Partnership
- Culture
- Spirituality

Submitting the EOI

You should submit concept designs on A3 sized paper or as an email attachment. The design should be accompanied by a supporting statement/story describing the artwork as part of the EOI. Individual and collaborative works are accepted as are contemporary and/or traditional art forms.

Closing date: 5:00pm, 25 September 2020

Please submit all applications to marked:

Rebekah Bullock WNSW Primary Health Network, First floor, 187 Brisbane Street, Dubbo or PO Box 890 Dubbo, NSW 2830 or email: rebekah.bullock@wnswphn.org.au

Special Conditions

The artist is to identify as an Aboriginal person with family of origin from the WNSWPHN footprint. Aboriginality is defined by descent through parentage, identification as being Aboriginal and being accepted by the community as such. ***Exemption is claimed under Section 21 of the Anti-Discrimination Act 1977.***

<https://www.wnswphn.org.au/about-us/our-region>

https://www.reconciliation.org.au/wp-content/uploads/2017/11/Targeted_recruitment_ATSI_people_summary.pdf

The fee for the work is \$2,500 including GST: \$1,000 payable on acceptance of the design; and \$1,500 payable on delivery of the final artwork.

- The artist is to sign a contract outlining the approved use of the artwork.
- The legal title to the artwork (ownership) will be with WNSWPHN.
- WNSWPHN will permit the artist to use the artwork for their own personal business activities which includes the following:
 - ✓ Promotion of their artistic works and style.
 - ✓ Use on their websites and social media as an example of their work but not as part of their website/logo design.
 - ✓ The artist agrees the artwork will not be reproduced, sold or used by any other entity.
- WNSWPHN will have the right in perpetuity to use and reproduce the artwork and/or a portion of the artwork in its promotional activities and in other corporate materials and documents.
- The artist will be formally recognised as the artist of the artwork (where practicable).
- WNSWPHN will have worldwide rights to use the artwork across all media.
- WNSWPHN will have the right to edit and modify the artwork for reproduction purposes.
- No further or ongoing payment will be made by WNSWPHN to the artist other than the commission payment.
- The artist on signing of any document is accepting the Terms and Conditions of the commissioning and future use of the artwork by WNSWPHN.
- WNSWPHN at its discretion may stop using the artwork at any time.

Unsuccessful EOIs Submitted

Submitting artists or their nominees can collect their EOI/artwork within 1 month of the successful EOI being selected. EOIs can either be collected in person or posted to a nominated address. WNSWPHN will pay for the postage. While WNSWPHN will take care of the safekeeping of the artwork however no responsibility will be accepted in the case of loss or damage.

In the event the WNSWPHN wishes to display an unsuccessful artwork submission for a purpose other than for the Reconciliation Action Plan, then WNSWPHN may contact an individual artist to request permission and enter into an agreement for the use and display of that material on a case by case basis. WNSWPHN makes no assertion or guarantee to retain any unsuccessful submissions for use or display.

Western NSW Primary Health Network (WNSW PHN), is one of 31 Primary Health Networks across Australia, established to support frontline health services and increase the efficiency and effectiveness of primary health care.

Our focus is patients who are at risk of poor health outcomes and working to improve the coordination of their care, so they receive the right care in the right place at the right time. We work closely with key stakeholders including general practice, other health care providers, Local Health Districts, hospitals, and the broader community to align services with the health needs of the region.

A Reconciliation Action Plan (RAP) is a strategic document that support's an organisation's business plan and includes practical actions that will drive the organisation's contribution to reconciliation, both internally and in the communities in which it operates.

For more information visit www.reconciliation.org.au