

Australian Health Promotion Association® Reconciliation Action Plan (RAP) artwork design project

Artwork for the AHPA's RAP – Request for Expressions of Interest

We are seeking Expressions of Interest from Aboriginal and Torres Strait Islander artists and designers who are interested in creating an original artwork to be used for resources related to AHPA's RAP (currently under development). Expressions of interest are due by 5pm 28 February, 2022.

Who we are:

The Australian Health Promotion Association (AHPA®) (incorporated in 1990) is the only professional association for people involved in health promotion practice, policy, teaching and learning and research. We:

- have national reach
- support the professional development of our members
- contribute to discussion, debate and decision-making on health promotion policy, practice and research and advocate for evidence-informed approaches
- make recommendations with respect to the standards and practice of health promotion as well as the training of health promotion practitioners.

We are committed to undertaking a strategic, and ongoing body of work that will be guided by our own RAP (currently under development).

Artist's brief:

We are seeking an artwork that aligns to the themes reflected in our forthcoming RAP:

- Reconciliation – working together, working with respect, building relationships, creating collaborative opportunities.

The Artwork will be used for the cover of the AHPA Reconciliation Action Plan (aiming to cover the years 2022-2024), throughout the document and associated resources in printed and digital formats and in AHPA's social media.

The aim of the artwork is to provide visual representation of reconciliation. Individual and collaborative works are accepted, as are contemporary and/or traditional art forms.

Size and format:

- Two-dimensional canvas painting/digital design
- Minimum dimensions 50 x 70cm
- Incorporation of AHPA's colour palette (provide attachment) – to be used according to the artist's interpretation.

Terms and conditions:

- The successful artist will receive a fee of \$5,000
- The artwork will be reproduced digitally and used on resources related to AHPA's RAP
- The chosen artwork will remain the property of AHPA under custodianship of AHPA's National Board
- The artwork commission includes the grant of non-exclusive license to AHPA for non-commercial purposes.

How to submit an EOI:

To apply please submit:

- A short statement about yourself, including your full name, who your mob is/your connection to Country, your address, contact number and email
- A4 size design of your intended artwork (submitted on paper or as an email attachment (drawings or photos of the design are accepted))
- A written statement describing your proposed design and its story
- Examples of previous work (pictures/photos) that show us your style

Selection process

EOIs will be assessed by a panel of three people who are members of the AHPA Board and the Board's Aboriginal and Torres Strait Islander sub-committee. Panel members will include Aboriginal and Torres Strait Islander and non-Indigenous members and conflicts of interest will be disclosed (if any).

Each EOI will be assessed on the following criteria:

- Demonstrated relevance of the design to AHPA's RAP
- Capacity to work to meet the required timelines.

Timelines

- Submissions of the EOI close on 28 February 2022
- The successful applicant will be announced by 10th March 2022
- Submission and delivery of final artwork by successful applicant by 6th May 2022

Successful Submission:

The successful submission will be eligible to receive a fee of:
\$5,000 GST exclusive (\$2,000 is payable to the artist on acceptance of the design with the balance of \$3,000 payable to the artist upon delivery of the final artwork.)

Please note: All finished artwork, that is, the artwork for which the stated fee is paid, will be the property of AHPA. As owners of the copyright of the finished artwork, AHPA will use the artwork or part thereof for its non-commercial, promotional activities as required (predominately for use on the AHPA RAP).

Lodgement Details:

Please submit all applications to:
Australian Health Promotion Association
AHPA Artwork EOI
38 Surrey Road
Keswick SA 5035

Or via email to: eo@healthpromotion.org.au

Enquiry contact:

Rebecca Zosel

AHPA Executive Officer

Tel 0409 192 357

Email eo@healthpromotion.org.au

Terms and conditions in relation to the Commissioned Artwork:

- The project will require the artist to enter into a contractual agreement with AHPA which will set out the approved use of the artwork.
- The value of the fee/commission to the successful applicant is \$5,000 (GST exclusive) as per the agreed contract on the following schedule: \$2,000 payable to the artist upon acceptance of the design; and \$3,000 payable to the artist upon delivery of the final artwork.
- The artist will always be formally recognised as the artist of the artwork
- The artist can 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 that the artwork will not be reproduced, sold or used by any other entity without the agreement of AHPA.
- The legal title to the artwork (ownership) will rest with AHPA
- AHPA will have the right in perpetuity to use and reproduce the artwork and/or a portion of the artwork in its promotional activities and materials
- No further or ongoing payment will be made by AHPA to the artist other than the commission fee payment.
- The artist on signing of any document is accepting the Terms and Conditions of the commissioning and future use of the artwork by AHPA.

Unsuccessful EOIs submitted:

- The EOI will be returned to the applicant within one month of the successful EOI being selected.
- AHPA will take all care in relation to the safekeeping of the submitted artwork but no responsibility will be accepted in the event of loss or damage.

AHPA Colours

The following colours are to be used for the logo (as shown in the example). Please note that printers should check for true colour by comparing the printout against a Pantone swatch as colours do vary.

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PANTONE VIOLET C

(RGB 68 0 153; HEX/HTML 440099; CMYK 90 99 0 0)

**PANTONE GREEN (320)**

(RGB 0 161 170; HEX/HTML 00A1AA; CMYK 96 0 31 2)

