

DIY – Make Your Own Event

Expression of Interest

Local community groups are invited to participate in *DIY* through an Expression of Interest process. The following information is provided to assist in the preparation of an Expression of Interest proposal.

Concept

This project aims to support local community groups to develop and present their own events within their communities. While many community groups regularly stage their own events, this is often done through the work of volunteers with limited experience and skills. These events nonetheless play an important role in allowing the cultural life of these communities to flourish. *DIY* will link high-calibre artists with communities to: 1) assist these communities in staging specific events, and 2) pass on relevant knowledge and skills (both in terms of artists transferring skills to communities as well as artists furthering their own practice in working with communities). For example, an artist could work with a neighbourhood street party committee to develop an enhanced street party with live performances by local musicians; or, to develop events to showcase a group's ballroom dancing, artwork in an exhibition, video installation, and performance work.

Structure

- The project is an initiative of Footscray Community Arts Centre (FCAC) who is the governing and auspice body of the project.
- A local community group will host the project in their community,
- An artist will be employed by Footscray Community Arts Centre to work on the project with the host group. They will receive a set fee. This role is dependent on matching the appropriate art form to be used in the project with the artist's skills. The artist will work under the direction of David Everist, Project Coordinator at FCAC.
- A Community Coordinator will be employed to co-ordinate community involvement and support and liaise with FCAC and project artists regarding working with the artist and the event.
- The amount available to each community is \$2,000. The amount will cover the costs of staging the event. This may include permits, materials, equipment hire, additional artist's fees and promotion. The cost of the Artist and Community Coordinator's wages will be borne by FCAC.

Aesthetics

The project is an opportunity to create a beautiful event that has a "wow" factor. We want to show the skill and sophistication of the community and artists. The event should also have "heart", developed from real stories, and a strong idea behind the program which is relevant and unique to the community.

The theme: Space

In 2007 all Footscray Community Arts Centre's projects are thematically linked by the theme of space. The theme of space has developed because FCAC is undergoing a period of renovation. Our buildings will be changed and so how they are used will also change. In some cases during this period of change we will lose some spaces altogether.

Building the theme of space into an EOI is a consideration but not a requirement of your proposal.

Timeline

Below are proposed key dates for DIY 2007

- Information available and support in developing EOI's at FCAC
- EOI's due Friday 30 April
- Notification of successful groups 20 May
- First meeting (compulsory for at least 2 representatives of successful groups) 1 June, to review and finalise contracts.
- Appoint Community Artist and Coordinator by 15 June
- Community consultation/develop partnerships 15 June - 15 July
- Artist develops concept with community until 30 July
- Design, concept and budget sign off by 15 August
- Produce event September to October
- Evaluation meeting 6 November

Information required from participating groups who wish to undertake DIY in their Community

Below is a list of questions that community groups should discuss before undertaking the project.

Questions for discussion in your community and to help build your EOI.

1. Who is the main group hosting the project?
2. Are there community members who are interested in the role of Community Coordinator on the project? What is their background, and what skills do they bring to the project? What skills will they need to develop?
3. Are members of your community prepared to dedicate time to ensure the successful outcome of the project?
4. What ideas have been generated so far for the event to be created? How do these ideas link to the idea of space?
5. What sites could potentially be used for the staging of your event?
6. What local links to local businesses or industry could be utilised?
7. What resources are already available that could assist the project? For example:
 - sponsorship
 - in kind materials, post/phone/translation
 - skilled artists or crafts workers
 - rehearsal space.

Budget

FCAC will contribute a fixed amount to each successful project.

In addition to the local project costs FCAC will cover:

- overall project administration and grants management
- General publicity, marketing and documentation
- Artistic fees, artist's contracts, payroll, insurances
- Professional development and training for artists and coordinators
- Logistics and liaison support

Host groups are encouraged to contribute both cash and in-kind contributions as well as by seeking other sponsorship and support.

Criteria for selection/participation

Communities participating will be selected to represent a cross section of community groups and geographical regions. A panel comprising: Jerril Rechter, Director Footscray Community Arts Centre, Bin Dixon-Ward, Programs Manager, and a group of regional artists not involved in the project will make this decision after viewing the EOI's and support materials.

Community Groups which have demonstrated some/all of the following qualities are those which have the greatest potential to contribute to and benefit from the project.

- The idea of the project must interest and/or be relevant to your community!
- The project's potential benefits to the community (broadly – not just artistically) must be clear and achievable within your community.
- The degree of goodwill within local/community networks. For example, the potential for creative working partnerships with local community, schools and commercial businesses are of immense value.
- The extent to which members of your community are willing to participate in the preparation of the event.
- The potential for the project to involve and appeal to individuals, communities and the general public and community groups

What to include in your EOI

Please prepare your EOI in response to questions above and below after discussion within your community and with David Everest. This EOI is a process of developing information to assist in planning the project and to clarify the project. It will also help the selection panel to envisage the outcome in each community.

- A summary of reasons for interest in the project
- Names and roles of key people from your organisation to be involved in the project.
- How you plan to encourage participation?
- Names of all community groups and individuals who have confirmed interest in participating (Support letters will strengthen your EOI)
- Outline of any concepts or ideas that have been generated to date for the local event?
- Your project management plan (Identifying area's where you will need extra support) and budget showing both income, expenditure and in kind support..
- Potential/confirmed venue for the event (don't forget rehearsals and set up time) and site for conducting meetings and workshops.

Groups wishing to be a part of the project must respond in writing. This Expression of Interest should be received by **30 April**. Please do not fax your reply. The decision will be made by 20 May. If you require further information please contact DAVID EVERIST on 9362 8802.

Address expressions of interest to:
 David Everist
 Program Coordinator
 Footscray Community Arts Centre
 45 Moreland St.,
 FOOTSCRAY 3011