

# Program Guidelines

**Macquarie Point  
Development Corporation**

Mac Point's palawa Digital Art Competition 2023

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## Contents

1.Aim.....	3
2.Background.....	3
3.Definitions.....	3
4. Eligibility criteria.....	3
5. Eligible expenditure.....	4
6. Ineligible expenditure.....	4
7. Assessment .....	5
8. Application process.....	5
8.1 Art Advisory and Evaluation Panel.....	5
9. Appealing a decision .....	6
10. Taxation and financial implications.....	6
11. Prize payments .....	6
12. Confidentiality.....	6
13. Administration and contact details.....	6
14 Important note.....	7
15. Right to information .....	7
16. Personal information protection.....	7
17. Disclosure .....	7
18. Disclaimer.....	7

## 1. Aim

The *palawa* Digital Art Competition 2023 will be part of an art and story-telling installation at Mac Point. Following an Expression of Interest process, an artist will be selected to work with the Corporation on digitising their art submission to be adapted to vinyl print, and then applied to a 40ft shipping container exterior, which will include an immersive audio and visual experience available to all visitors to the site.

### Key Dates

Opens – Friday, 26 May 2023

Closes – 11.59pm, Monday, 10 July 2023

## 2. Definitions

**The Corporation** – Macquarie Point Development Corporation, the Government agency tasked with remediating the land at Macquarie Point for permanent future development.

**Project** – the specific activity which is the subject of a funding application under the program.

**Project costs** – includes costs incurred by an applicant that are directly attributable to the delivering the project,

**Program** – palawa Digital Art Competition 2023.

**Program review** – a review of the outcomes of the approved art project, conducted by the Program Manager with the applicant.

## 3. Eligibility criteria

To be eligible for the program the applicant:

- must complete an application, which includes outlining their connection to the palawa (Tasmanian Aboriginal)
- must have an Australian Business Number, or the ability to obtain one

## 4. Application

Your application must include:

- a complete application form
- original art as set out on the application form and below in the **Artwork requirements**.

## 5. Commissioned works

\$5 000 will be provided to the selected artist upon submitting the final design following the EOI process. The Corporation will work with the artist to digitise their art submission to adapt it to vinyl print for the shipping container exterior. This fee has been set informed by the National Association for Visual Arts (<https://code.visualarts.net.au/payment-rates/fees/public-art-fees#concept-design-fees>)

As part of this fee, the winner will need to be available to assist the commissioning and ordering of the digital printing process, however, the commission fee does not include the cost of procuring, printing and installing the vinyl wrap. These costs will be met separately by the Corporation.

The Corporation will cover the art project's associated costs, including:

- materials to be used in the manufacturing process
- Installation
- ongoing maintenance costs

## 6. Art work requirements

The winning art works will be printed on vinyl wrap, which will be used to cover a 40ft shipping container on the top and both long sides as shown in the image below.



Shipping Container Measurements:

- 2320mm high
- 2110mm wide

Art works containing offensive language and designs will not be considered.

The art works will be used for the purposes of this art installation, and any related promotion of the program and Mac Point, only. The artist will retain ownership of the design and their approval will be sought if the winning design is proposed to be used for other purposes.

## **7. Site visit**

Potential artists are encouraged to contact the Corporation's contact officer to organise a visit to see where the art works will be located on site.

## **8. Assessment**

Assessment is based on the quality of information provided by the applicant at the time of submission against the assessment criteria. Applicants are encouraged to ensure that all information is included in their application at the time of submission.

The submissions will be assessed by the panel, which will consider:

- Eligibility and art works requirements have been met.
- The intended meaning of the art works is clear and effective, and supports connection to place.
- The art works, quality, execution, expression and overall impression, and supports the connection to place.

Applicants will be required to agree to participate in a program review, should it be required.

## **9. Application process**

Your application must be completed and received by 11.59pm on the closing date.

Late submission may be received at the discretion of the evaluation panel where a valid reason is provided for the delay in submission is provided.

Submissions will be assessed by an evaluation panel, with the outcome communicated to all applicants within four weeks of submissions closing.

Applications should be clearly marked and sent via email to [contact@macpoint.com](mailto:contact@macpoint.com).

Please contact the contact officer as noted on the front page of these guidelines if you have any questions or require any assistance.

## **10. Appealing a decision**

The decision of the evaluation panel is final. The decision of the panel will only be considered on the following grounds:

1. The persons making the decision had a direct or indirect financial interest in the outcome of the application.
2. The preparation of the application was affected adversely by incorrect advice provided by a staff member of the Corporation.
3. The persons making the recommendations discriminated against the applicant on irrelevant grounds, such as cultural, religious or linguistic background; race; gender; marital status; sexual orientation; or disability.

## **11. Taxation and financial implications**

It is strongly recommended that potential applicants seek independent advice about the possible tax implications for receiving the payment under the program from a tax advisor, financial advisor and/or the Australian Taxation Office (ATO).

The winning artist will need to issue the Corporation with an invoice for commissioning fee. This will need to include account details for payment.

Information on invoices can be found on the Tasmanian Government's Business Tasmania website:

[https://www.business.tas.gov.au/manage\\_a\\_business/invoices](https://www.business.tas.gov.au/manage_a_business/invoices)

## **12. Confidentiality**

The Corporation may use and disclose the information provided by applicants for the purposes of discharging its respective functions under the program guidelines and otherwise for the purposes of the program and related uses.

The Corporation may also:

1. Use information received in applications for any other Corporation business.
2. Use information received in applications and during the performance of the project for reporting.

The application content will otherwise be kept confidential.

## **13. Administration and contact details**

The program will be administered by the Corporation. Contact with the Corporation for any of the following reasons can be directed to the contact officer. This includes for:

- Further information or advice on the program.

- Assistance in making an application.
- Further feedback on the decision of the application.
- Request a review of the decision.

Submissions should be directed to [contact@macpoint.com](mailto:contact@macpoint.com)

#### **14. Important note**

All applicants must take care to provide true and accurate information. Any information that is found to be false or misleading may result in action being taken and the commissioning fee, if already provided, will be required to be repaid to the Corporation.

#### **15. Right to Information**

Information provided to the Corporation may be subject to disclosure in accordance with the *Right to Information Act 2009*.

#### **16. Personal information protection**

Personal information will be managed in accordance with the *Personal Information Protection Act 2004*. This information may be accessed by the individual to whom it related, on request to the Corporation. A fee for this service may be charged.

#### **17. Disclaimer**

Although care has been taken in the preparation of this document, no warranty, express or implied, is given by the Corporation, as to the accuracy or completeness of the information it contains.

The Corporation accepts no responsibility for any loss or damage that may arise from anything contained in or omitted from or that may arise from the use of this document, and any person relying on this document and the information it contains does so at their own risk absolutely.

The Corporation does not accept liability or responsibility for any loss incurred by an applicant that are in any way related to the program.

Macquarie Point Development Corporation

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