



## Background

2017 will be the 10th anniversary of CinefestOZ. The Board of CinefestOZ is pleased to invite Expressions Of Interest from 3D sculptural artists residing in the South West region of Western Australia interested in creating the new CinefestOZ signature Trophy that will be replicated in cast metal alloy that will be presented to the winners of the 2017 awards and beyond;

- The Film Prize Award
- The Screen Legend Award

This is a unique opportunity for an artist to develop and extend their current practice by creating a Trophy that will become synonymous with the CinefestOZ Festival over many years to come. The Trophy will feature prominently in publicity associated with the Festival, and should create a symbol that represents **excellence, achievement, and the uniqueness and beauty of our region.**

## CinefestOZ History and Prizes

CinefestOZ is an annual film festival that takes place in the seaside centres of Busselton, Bunbury, Dunsborough and the Margaret River Wine Region.

Over a five-day period in August each year, CinefestOZ provides a full program of feature film, short film, documentaries and special events in the region's cinemas, wineries, small bars and galleries - a feast for the senses and an unforgettable getaway in our stunning South West region.

CinefestOZ has consolidated its position as the premiere destination film festival in regional Australia with record numbers of high calibre film guests, a sensational line-up of new Australian and international films and growing audience numbers. It is a very significant tourism event, bringing millions of dollars in visitor expenditure to the region in the depths of winter.

Importantly, CinefestOZ is a locally grown event that is only possible through the many hundreds of volunteer hours contributed by our 300 Movie Crew and Board of Management, supported by a small and dedicated team of staff and contractors. The event relies on ongoing grant funding, sponsorship and significant in-kind contributions to deliver an annual event of international standard – a festival that all West Australians can be proud of.

### 2016 CinéfestOZ Festival highlights included:

- 68 events across 33 venues were held throughout the region (*film, Q&A's, workshops, In Conversation events, red carpet and premiere events*) over the five-day Festival program.
- 82 films were screened, including 5 world premieres, 9 Australian premieres and 31 West Australian premieres
- 255,550 attendances at ticketed and free events, and increase of 12% on the previous year
- 52% of Festival attendees came from outside the region
- Attracted an extra \$7.7 million in additional visitor expenditure to the region
- 4,000 students from 60 schools throughout the South West region were engaged in the Cinesnaps program - a short film competition for students
- Nearly 1,000 children and adults were involved in the Festival's IndigefestOZ Cultural Day
  - Independent media monitoring estimated 2016 CinefestOZ Festival attracted \$5.9 million in media exposure – much of this related to the Film Prize and the Screen Legend awards.



### CinefestOZ Awards

In 2013 the annual \$100,000 CinefestOZ Film Prize Award was presented. This award recognises excellence in film, with new Australian produced or co-produced films holding their West Australian premier at the Festival being eligible to enter. This remains Australia's richest film prize and, since inception, has attracted an increasingly high calibre of Australian film and talent to the Festival. Past winners are:

- 2016 - Girl Asleep
- 2015 - Putuparri and the Rainmakers
- 2014 - Paper Planes

In addition, a **Screen Legend Award** is made at each Festival. Past recipients have included:

- Gillian Armstrong
- Hugo Weaving
- Joel Edgerton
- Bruce Beresford
- David Wenham
- Jack Thompson
- Bryan Brown
- Fred Schepisi
- Steve Bisley

Over the years, hand-blown glass sculptures by West Australian artist Holly Grace have been presented to the winners.





### Practical Specifications

- We are seeking a signature Trophy that will be cast in at least 2 different metal alloys to differentiate the Film Prize Trophy and Screen Legend Trophy (eg versions in bronze and stainless steel from the same mould). This will be our ongoing signature Trophy.
- The 'pattern' created by the Commissioned Artist will need to be made from a material suitable for mould making (eg artists clay, glass, timber, plasticine etc). The foundry will make a mould from the 'pattern' using the lost wax method. Multiple castings of the Trophy will be produced from the mould.
- The Trophy should also allow for the award laurel (*below*) and the recipient's name to be attached to it in some way. If the Trophy has a base or plinth (eg timber, stone etc) these details, along with the laurel, could be affixed here on a separate engraved plaque.



*Following is additional background information.*

<b>BRIEF</b>	<b>CinefestOZ 2017 Trophies</b>
<b>BACKGROUND</b>	<p>CinefestOZ introduced a \$100,000 film prize (Australia’s biggest financial film prize) and Screen Legend award in 2014 and 2010 respectively, which act as both stimulants and awards for excellence in the industry, and position CinefestOZ on the national film festival circuit.</p> <p>CinefestOZ has received funding for the film prize for the next 3 years (2017-2019).</p>
<b>AIM</b>	<p>The purpose of this brief is to design and produce iconic Trophies to be given to:</p> <ol style="list-style-type: none"> <li>1. the winner of the Film Prize</li> <li>2. the Screen Legend</li> </ol>
<b>VISION &amp; OBJECTIVES</b>	<p><b>VISION FOR THE AWARD TROPHIES</b></p> <p>The awards are unique and significant. Their value is not just in status but also as a part of the long-term ongoing financial and intrinsic benefit of CinefestOZ.</p> <p><b>STRATEGIC OBJECTIVES</b></p> <ol style="list-style-type: none"> <li>1. To create a sense of occasion in the investiture of the award at the ceremony</li> <li>2. To provide a prestigious object for the winners to keep as a memento of their award</li> <li>3. To create an iconic trophy which can be used for promotion of the awards</li> <li>4. To embody the status of the awards</li> <li>5. To provide a distinctive and highly differentiated object which reflects the positioning of CinefestOZ</li> <li>6. To ensure the publicity photos represent the status of the award</li> </ol>
<b>PRIMARY TARGET AUDIENCE</b>	<p>The target audiences for the CinefestOZ Film Prize trophy and Screen Legend award are:</p> <p>Consumers of our publicity</p> <p>The film industry</p> <p>The film patrons and audiences</p> <p>The stakeholders and key funding partner – Tourism WA via Royalties for Regions</p>
<b>SCOPE OF WORKS &amp; KEY DELIVERABLES</b>	<ul style="list-style-type: none"> <li>• Design and produce a unique Trophy which has a wow factor</li> <li>• Provide an artist brief</li> <li>• Liaise with the CFO project team to ensure the trophy design meets the key criteria</li> <li>• CFO to keep key funding body (TWA) informed of any changes</li> </ul>
<b>MANDATORY</b>	<ul style="list-style-type: none"> <li>• Trophy must ensure we achieve the greatest visual (public relations) impact</li> <li>• To be able to be held in 1-hand (Exact size &amp; weight TBC)</li> <li>• Receive CinefestOZ Working Group approval prior to production</li> <li>• Production to be achieved within the agreed Fee</li> </ul>
<b>CONSIDERATIONS</b>	<p>Current Trophy and Screen Legend (glass sculpture)</p> <p>Strengths</p> <ul style="list-style-type: none"> <li>• One-off Original pieces by respected artist</li> </ul> <p>Weaknesses</p>

	<ul style="list-style-type: none"> <li>• Too big, fragile, odd shape – difficult to hold &amp; difficult to courier</li> <li>• CinefestOZ brand not imbedded</li> <li>• Item does not immediately identify with CinefestOZ / doesn't represent a trophy i.e. could be a domestic ornament</li> </ul> <p>Production/ Manufacturing</p> <ul style="list-style-type: none"> <li>• The copyright will belong to CinefestOZ</li> <li>• The Trophy will be manufactured with the ability to increase the number made in a given year if there are more categories of films/people awarded</li> <li>• Should include a plaque or watermark on the trophy with the CinefestOZ Film Prize Laurel</li> <li>• 10<sup>th</sup> CinefestOZ Film Festival – is a significant event and timely to showcase the Trophy</li> <li>• The Film Prize is growing in recognition, an embolic and symbolic Trophy will affirm this</li> </ul>
<b>KEY MESSAGES</b>	<ul style="list-style-type: none"> <li>• The CinefestOZ Film Prize is extraordinary</li> <li>• The \$100,000 film prize, Australia's Greatest Film Prize, is awarded to an outstanding Australian feature film is about excellence</li> <li>• The prize is a "game changer"</li> <li>• CinefestOZ Film Festival is an excellent festival, which in turn awards excellence</li> </ul>
<b>SUPPORTING DOCUMENTATION</b>	<ul style="list-style-type: none"> <li>• Photos of the 2014 – 16 Trophies</li> <li>• CinefestOZ Film Prize Laurel</li> <li>• Photos of other major Festival trophies</li> </ul>
<b>KEY DATES</b>	<ul style="list-style-type: none"> <li>• Refer EOI documentation</li> </ul>
<b>PROJECT STAKEHOLDERS</b>	<ul style="list-style-type: none"> <li>• CinefestOZ Marketing Working Group</li> <li>• CinefestOZ Board Members</li> </ul>
<b>KEY CONTACTS</b>	<p><b>Robyn Fenech, Board member (Trophy Working Group)</b></p> <p>e: <a href="mailto:robyn@cinefestoz.com">robyn@cinefestoz.com</a> m: 0407 443 041</p> <p>Amanda Whiteland, Marketing Manager</p> <p>e: <a href="mailto:marketing@cinefestoz.com">marketing@cinefestoz.com</a> m: 0417 948 736</p> <p>Malinda Nixon, CEO</p> <p>e: <a href="mailto:malinda@cinefestoz.com">malinda@cinefestoz.com</a> m: 0429 941 060</p>



### Commission Process

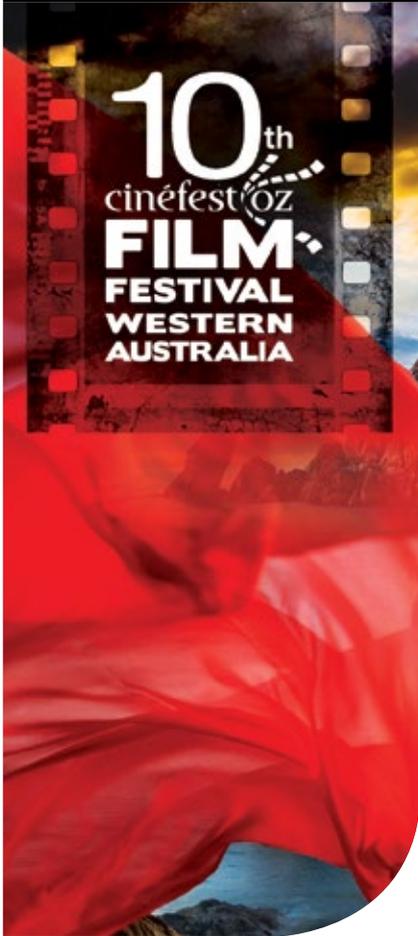
The Commissioning process is as follows;

- Artists submit EOI for CinefestOZ Trophy Commission (CV/credentials based only).
- A maximum of 3 artists will be selected by the CinefestOZ Trophy Working Group, consisting of 4 CinefestOZ Board members, to proceed to a detailed design process.
- Shortlisted artists will be invited to attend a briefing where practical considerations relating to the manufacturing process will be explained and artists' questions clarified.
- Each shortlisted artist will be paid **\$500** (ex GST) to undertake a design development process.
- The artist will then present to the Working Group the concept proposed, including images of the proposed Trophy, dimensions and materials used.
- The Working Group will select an artist to undertake the commission. The artist will be paid **\$2,500** (ex GST) to complete the commission, with 30% paid on appointment and 70% paid on completion.

### Timeline

The following table provides the project timeline. The Client is CinefestOZ and the mould maker and foundry is Perides Foundry located in Brisbane.

<b>Date 2017</b>	<b>Action</b>
<b>1 May</b>	Client issues EOI documentation issued to invited artists
<b>12 May</b>	Artist submissions due
<b>19 May</b>	Client selects and notifies Shortlisted Artists (maximum 3 artists), each shortlisted artist receives design development fee.
<b>Week of 22 May</b>	Client provides briefing for Shortlisted Artists in Busselton (date/time TBC)
<b>Week of 12 June</b>	Shortlisted Artists present Design Proposal (detailed design including images of proposed Trophy and technical specifications) to the Working Group at a meeting in Busselton (date/time TBC)
<b>Week of 12 June</b>	Client selects one artist to proceed with commission (Commissioned Artist).  Design refinement by Commissioned Artist is done, if required by either the foundry or CinefestOZ.  The Client to provide acceptance of the final design in writing.  30% of the artist fee is paid.
<b>To 7 July</b>	Commissioned Artist undertakes making of 'pattern' in accordance with final design.
<b>7 July to 28 July</b>	Production phase. Commissioned Artist to liaise with foundry. Foundry produces mould, pours multiple items. Artist to make and fit any non-cast items (eg timber/stone base etc)
<b>4 August</b>	Commissioned Artist delivers completed items to CinefestOZ. The balance of the artist fee is paid.



### Copyright

The artist will agree to assign to CinefestOZ all right, title and interest in the work and all other intellectual property rights at the time of competition. A copyright assignment form will be signed at the time of competition to receive final payment. Full acknowledgement of the design and recognition of the work involved will be given to the artist in the inaugural year.

### Production Costs and Responsibilities

The table following sets out the division of responsibility and cost - between the Commissioned Artist, the foundry and CinefestOZ.

	Artist	Foundry	CinefestOZ
Briefing of shortlisted artists	✓ (attend)	✓	✓
Production of 'pattern' according to accepted Final Design	✓		
Ongoing liaison with Commissioned Artist during 'pattern' making if required	✓		✓
Making of mould		✓	✓ (pay for)
Pouring of items		✓	✓ (pay for - quantity produced will depend on per item cost)
Transport of items to / from Foundry			✓
Finishing of items (eg polishing, coating etc)		✓	
Making and fitting laurel and trophy base (if part of design)	✓		
Delivery of finished trophies	✓		

### Thank you for your consideration

We acknowledge we are not offering a large artists' fee, and this reflects the extremely tight budget we work within to deliver the Festival each year. We will, however, make every effort to obtain significant media exposure for the new trophy and the artist, through our film industry and mainstream media contacts and channels.

We hope that it may be an opportunity for a sculptural artist to produce a cast artwork by working collaboratively with a foundry that has worked with prominent artists in the past. We also hope that, particularly if it is an artist who has not worked in this medium before, seeing a 'pattern' transformed into a mould and then cast in bronze or other alloys will be an iterative and rewarding process for artists wishing to expand their experience in this medium.

*CinefestOZ Board of Management.*



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### Submitting an EOI

Expressions of Interest should demonstrate the credentials of the artist and should include;

- Resume stating artistic experience and credentials
- Maximum 10 images of past work
- Submission of the signed EOI Form (*following*)

Artists may collaborate to undertake this commission but one artist should be nominated as a single point of Client contact and payment.

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### Fees

- No fee will be paid to artists to respond to the credentials-based EOI.
- The shortlisted artists (*maximum 3 artists*) will each be paid \$500 (ex GST) to attend the briefing at the foundry and to develop a formal Design Proposal (this should include hand or computer drawn images, technical specifications, confirm suitability for mould production and casting)
- The Commissioned Artist, selected from the shortlist, will receive a fee of \$2,500 (ex GST) to produce a suitable 'pattern' that will be used to make the mould, within the timeline outlined in this EOI. 30% will be paid on appointment and 70% paid on completion.
- The Commissioned Artist will then communicate by telephone and email, as required, with the foundry during the mould making process and casting of the items.
- The Commissioned Artist will be involved in producing a base or application of attaching the award laurel and recipient name to each item (*eg plinth of timber, stone etc if this is part of design accepted by the Client*).
- Of note;
  - o CinefestOZ will be responsible for costs associated with producing the mould and pouring items (*mould making, pour and alloy cost*) and transport to/from the foundry.
  - o The Commissioned Artist will be responsible for material costs and labour associated with producing the 'pattern' and finishing the items (*eg making and fitting the plinth*).

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### Submission of EOI

EOIs should be submitted to Robyn Fenech (*CinefestOZ Board member and member of the trophy Working Group*);

By Email;                      robyn@cinefestoz.com

Or

By post;                      **PO Box 5185  
West Busselton, 6280**

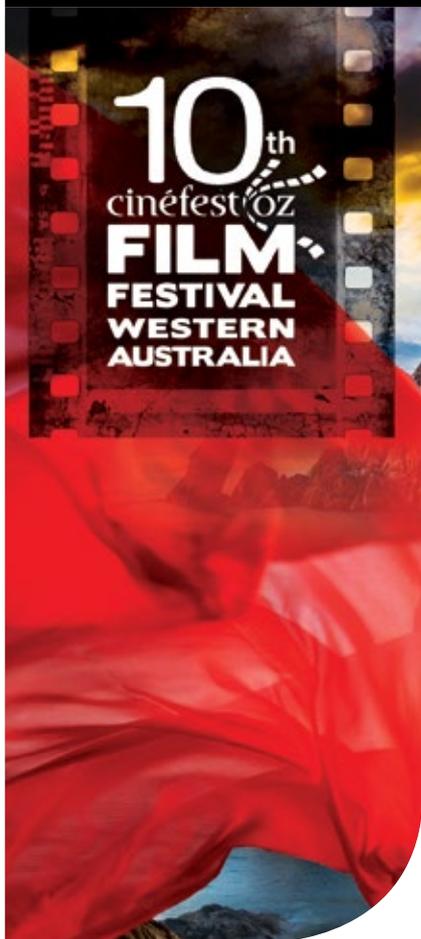
Submissions must be received by;

**5.00pm Friday 12th May 2017**

*Please note - late EOIs will not be accepted.*

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**If you require further information or clarification,  
please call Robyn Fenech on 0407 443 041**



**EOI Submission Form**

The artist/s are required to complete and sign the following form to accompany their EOI.

**I confirm the following terms and conditions;**

1. The artist/s submitting this EOI reside for more than 50% of the year in the South West region of WA (*'South West' being defined as the South West Development Commission geographic boundary*)
2. I confirm and agree to the project timeline
3. I acknowledge the artist fee structure;
  - a. No fee will be paid for the credentials-based EOI submission
  - b. **\$500** will be paid to shortlisted artists (*maximum 3 EOI submissions*)
  - c. **\$2,500** will be paid to complete the commission to 'pattern' stage and responsibility for finishing (*eg fitting base/plinth*) and delivering cast items
4. I understand and agree to the Copyright conditions as stated in the EOI documentation

**Signed**

**Artist/s Name**

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**Artist/s Signature**

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**Date**

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**Checklist of items for EOI submission;**

	<b>Resume stating artistic experience and credentials</b>
	<b>Maximum of 10 images of past work</b>
	<b>Signed EOI Submission Form</b>