



BRIMBANK CITY COUNCIL

Request for Quotation for the **Arts Hub Scoping Report**

Project: Arts Hub Scoping Report

Municipality: City of Brimbank

SUMMARY

Brimbank City Council is seeking a suitably qualified, experienced consultant/s to prepare a report detailing potential models for a hub in Brimbank that would house not for profit creative industries and small arts organisation.

The report is to be based on best practice models and community engagement undertaken by the consultant/s.

The consultation should produce the following:

1. Community feedback/evaluation regarding the establishment of an Arts Hub
2. Identify recommended management model for the Hub including, indicative budget for operation of the Hub and the general space and facilities requirements

Key Deliverables

1. Desk top review of best practice Arts Hubs in Australia and beyond with consideration to their business/operating models
2. One community consultation and one consultation session with arts partners and arts businesses
3. Assist in the development and delivery of an online community survey
4. Submission of a findings report including needs analysis, environmental scan, and review of best practice business concepts and management models for Arts Hubs and a recommendation of the model most suited to Brimbank.
5. Consultant should allow for one revision of the report.

1. INTRODUCTION

About Brimbank

Brimbank is a vibrant, growing community in the heart of Melbourne's west. Diversity is central to our identity – we are proudly multicultural, embracing people from around the world and weaving their stories into our own. Brimbank's estimated resident population of 196,712 in 2021 makes it the third most populous municipality in Greater Melbourne.

Brimbank spans an area between 11 and 23 kilometres north-west of Melbourne's CBD. It is bound by the City of Hume in the north, the cities of Maribyrnong and Moonee Valley in the east, the cities of Hobsons Bay and Wyndham in the south, and the City of Melton in the west.

Cultural diversity is high with 47.8% of residents born overseas and 58.3% speaking a language other than English. There are over 150 different languages spoken at home in the Brimbank area. More recent immigration has seen the development of strong Asian and African communities alongside the more established European communities. More recently, areas that were once industrial hubs have been transformed into new residential suburbs that are continuing to grow rapidly.

The Traditional Owners of the lands on which the municipality sits are the Wurundjeri and Bunurong People of the Kulin Nations.

The Arts Hub Scoping Report to Date

As part of the 2022/2023 budget process a submission was made for "An Arts Hub in Brimbank for micro arts organisations working with diversity, including Cinespace, Western Edge, L2R and 100 Story Building. Would be great to have budget allocation for a project officer to do some earlier scoping/investigation that long-term project."

Council approved the following action for 2022/2023 - A scoping project including consultation with community and western region arts based groups and organisations to determine the interest in an Arts Hub in Brimbank. The scoping project would also provide business model options and costings.

The project scope is to deliver a report that investigates the potential establishment of a western region Arts Hub in Brimbank.

2. PROJECT DRIVERS

Brimbank City Council and the west more broadly has a very active Arts scene. It is from within this scene that the driver for this report developed when a budget submission by Cinespace was lodged. The request was to undertake a scoping study / investigation into an Arts Hub in Brimbank for micro arts organisations working with diversity, including Cinespace, Western Edge, L2R and 100 Story Building.

Current situation

While the potential establishment of Arts Hub has not been specifically identified in *Together We Are Brimbank; Community Vision 2040, Council Plan 2021 – 2025 and Municipal Public Health and Wellbeing Plan* it does align with Council's Strategic Direction: People and Community - A welcoming, safe and supported community – an inclusive place for all. The Strategies for delivery are:

- Enable social, cultural and artistic expression
- Deliver a range of initiatives that celebrate diversity and intercultural sharing
- Support safe and inclusive communities
- Support and advocate to reduce risk factors impacting vulnerable communities

Specifically, the project seeks to deliver on *Brimbank's Cultural Strategy 2018-2022* in the following ways / actions:

Identify key partnerships and collaborations to drive the Cultural Strategy

- Develop partnerships with neighbouring councils and regional agencies for large scale arts and cultural projects.
- Develop partnerships with major youth arts organisations in Melbourne for delivery of events, workshops and planning.

- Actively seek additional funding from other government programs and philanthropic sources and encourage collaborative projects linking local artists.
- Partner with organisations and businesses to deliver arts and cultural projects.

Support and connect artists, arts workers and arts businesses to strengthen partnerships, viability and growth of creative industries

- Identify and support emerging new arts organisations in the city.
- Explore the potential of creative industries business clusters as identified in the Economic Development Strategy and identify opportunities through Creative Victoria's creative hubs initiative.

As well as the following:

- Ensure that the community has access to arts and cultural programs and facilities irrespective of gender identity, sexual orientation, age, ethnicity, ability and income.
- Develop mechanisms for arts groups to network, share skills and support each other's programming.

Additionally, the Melbourne Airport Rail and Sunshine Super Hub will bring unprecedented investment into Sunshine. Council's Sunshine Priority Precinct Vision 2050 identifies:

The Melbourne Airport Rail and Sunshine Super Hub will bring unprecedented investment into Sunshine.

- this investment can shift generational disadvantage and deliver record jobs and education growth to Melbourne's west.
- the Sunshine priority precinct has the capacity to double the resident and jobs population by 2050.
- planned collaboratively, the precinct can deliver a city of opportunity and prosperity that is sustainable and innovative and that builds on the unique character of Sunshine and the West — proud, welcoming and diverse.

One of the five visions Statements are:

PROUDLY SUNSHINE Sunshine will be a vibrant, proud and diverse urban hub where local communities and visitors celebrate the culture, grit and unique entrepreneurial history of the area through arts, exhibitions and urban experiences.

3. ARTS HUB SCOPING REPORT PROJECT

Brimbank City Council is seeking a suitably qualified experienced consultant/s to facilitate community engagement workshops and an online survey to determine the interest in the establishment of an Arts Hub in Brimbank.

The consultation should produce the following:

1. Community feedback/evaluation regarding the establishment of an Arts Hub
2. Identify recommended management model for the Hub including, indicative budget for operation of the hub and the general space and facilities requirements

Key Deliverables

1. Desk top review of best practice Arts Hubs in Australia and beyond with consideration to their business/operating models
2. One community consultation and one consultation session with arts partners and arts businesses
3. Assist in the development and delivery of an online community survey
4. Submission of a findings report including needs analysis, environmental scan, and review of best practice business concepts and management models for Arts Hubs and a recommendation of the model most suited to Brimbank.
5. Consultant should allow for one revision of the report.

Requirements

Consultant

The successful consultant will be required to:

1. Attend an induction meeting in April 2023.
2. Desktop research and reviewing other best practice Arts Hubs in Australia and beyond and their business/operating models
3. Put forward a consultation workshop structure, plan and design methods and tools to be used at the workshops. This should be gender and culturally sensitive in that it seeks to identify the needs and preferences of people and facilitates ways that allows all people to participate equally. It should also include alternative engagement approaches should COVID restrictions change.
4. Manage community members' expectations in relation to the scoping report into a potential Arts Hub. The facilitator must ensure the community members and arts organisations clearly and accurately understand the extent of their influence in the decision making process and how the information collected at these sessions will be analysed and inform the scoping report that is provided back to Council.
5. Consultation with community, artists, arts partners/businesses and other stakeholders
6. Needs analysis for the Hub based on the community feedback with consideration to the current Arts Infrastructure in the Western suburbs
7. Environmental Scan identifying issues and opportunities including functionality and general requirements of the space
8. Provide recommendation of most appropriate model with indicative operating budget
9. Submit an overall findings report capturing data collected. This report will reflect:
 - Community interest in the establishment of an Arts Hub any key community priorities and incorporating an analysis by gender and life stages
 - Qualitative and quantitative feedback/comments, disaggregated by gender and life stages and art form (if an artist).

Please note: the consultation process needs to engage with people of all genders, ages, abilities and language proficiencies and include:

- Community consultation workshop
- Targeted stakeholder consultation workshops including with arts orgs and businesses.
- Creation of questions for an online survey for open community consultation via Council's *Have Your Say* platform

Council will

- Advertising for all the consultation workshops.
- Support the consultant with the identification of stakeholders
- Support the consultant with the identification of western region arts facilities
- Providing the background demographic and stakeholder data for the consultant to undertake the design and delivery of workshops and survey questions.
- Promote the online community survey.
- Provide space at the St Albans Community Centre and staffing to support the in-person consultations as requested by the consultant.
- Provide advice and support to the consultant in line with this brief in a timely fashion

[Please Note: We will work with the consultant to ensure the themes of the online survey are consistent with the face-to-face consultations.]

4. BUDGET

The total budget for the project is up to \$20,000 (inc. GST).

5. TIMELINE (Provisional)

ITEM	DATE
Consultant Request for Quotation	Opens – 20 March 2023 Closes - when position is filled
Inception Meeting TBC	TBC April 2023
Final Consultant workshop briefing TBC	TBC April 2023
Consultations TBC	Week beginning 1 May 2023 – 29 May 2023
First Draft Report	16 June 2023
Final report and end of consultancy	30 June 2023

6. SELECTION PROCESS / SUBMISSION REQUIREMENTS

Respondents' requirements

[These constitute the selection criteria]

- Describe your process of how you will engage with the stakeholder group/s
- A breakdown of expenditure of the \$ 20,000 (inc. GST) project budget
- Submit a CV of your work in a similar project, including your relevant contact details
- 2 referees who can attest to your work
- A response to the timeframe, e.g.: can you meet it? If not, what timeframe can you meet?

- Not canvass Brimbank City Council Councillors or staff; and
- Lodge submissions in accordance with this document by the due date and time, using the Project Submission Form.

Copyright & Ownership of Materials

Council will retain ownership of the report and background materials from the consultations. The consultant will be acknowledged in any public display of the report.

Applicant's Responsibility to Inform Themselves

In making a submission the applicant is acknowledging that he/she has:

- examined and understood the Brief
- verified the submission information is accurate

Confidentiality

All submissions will be treated as strictly confidential between the Council and the respondent.

Acceptance of Submissions

Council reserves the right to cancel this competitive process and/or to again call for further submissions should the response be considered unsatisfactory or insufficient.

Lodgement of Expression of Interest

Submissions must be emailed with the email header reading: **Arts Hub Scoping Report Consultations submission - Brimbank City Council**

Emailed to Michael Shiell, Coordinator Arts and Culture Unit,
(MichaelS@brimbank.vic.gov.au)

Submissions close when position is filled.

Faxed submissions will not be accepted.

7. ENQUIRIES

Enquiries should be directed to:

Michael Shiell, Arts and Culture Unit Coordinator
Telephone: 03 9249 4612 or 0438 084 516
Email: MichaelS@brimbank.vic.gov.au

OR

Christine McAllister, Manager Community Learning and Participation
Telephone: 9249 4285 or 0439 010 262
Email: ChristineM@brimbank.vic.gov.au

8. SUPPLEMENTARY DOCUMENTS

Brimbank Community Profile - Demographic statistics:

<https://profile.id.com.au/brimbank>

<https://economy.id.com.au/brimbank/unemployment>

Creative Brimbank Market Research Report 2022

<https://creativebrimbank.com.au/blog/creative-brimbank-market-research-2022-report>

Creative Brimbank report card 2021-2022

<https://creativebrimbank.com.au/blog/creative-brimbank-annual-report-2021-2022>

9. ATTACHMENTS

1. Project Submission Form

Attachment 1: Project Submission Form

TO: The Selection Panel – Arts Hub Scoping Report
c/o Michael Shiell
Arts and Culture Unit Coordinator
Brimbank City Council
PO Box 70
SUNSHINE VIC 3020

I/We the undersigned, hereby lodge a Project Submission for the Arts Hub Scoping Report

Name:

Trading Name (if applicable):

ABN:

Registered Business Address:

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Address for Service of Notices: (if different to above)

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Contact Person:

Phone: **Fax:**

Mobile:

Email:

Website:

Signature:

Name:

Date: