Design Brief – Greater Bendigo Aquatic and Wellbeing Centre

Prepared for
Council of Greater Bendigo

By
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Design Brief – Greater Bendigo Indoor Aquatic and Wellbeing Centre

Introduction

Djandak has been commissioned by the City of Greater Bendigo to provide design concepts for cultural elements of the Greater Bendigo Indoor Aquatic and Wellbeing Centre at Kangaroo Flat.

Scope of Work

We are seeking designs of graphic/motif concepts for use in landscape, pathways and signage relating to the centre, with emphasis being placed on a logo for the entrance pathway into the centre. Information and concept drawings of the centre can be found on the City of Greater Bendigo’s website at:


The design does not include naming of the centre. Public submissions for a centre name will be invited by the Council at a later date. However the incorporation of Dja Dja Wurrung language into the design to reflect individual areas in the complex is possible.

Theme

It is anticipated that the design will reflect the nature of the centre’s location and the traditional culture associated with it. A number of themes identified during consultation with community members identified the following:

- The strong association and proximity to Bendigo Creek.
- That the area would have been primarily a hunting and gathering area along the creek, not a camping area.
- It would have been part of a larger wetland area providing fish and aquatic plants.
- It is suggested that during summer periods the area would have been a meeting place for cooling off in summer.
- Trackways and waterholes would have been evident within the area.

Method

The artwork should meet the following requirements:

- The Council are not seeking finished artwork but rather design concepts. The Council will transfer the concepts into final artwork in forms suitable for their application.
- The design should be reproducible across a variety of media, including but not limited to:
  - The paving on the entrance to the centre.
  - Informational signage for use around the centre.
  - Posts marking pathways leading to the centre.
A maximum of two colours with the ability to reproduce the design into a single colour.

The artwork can be provided on paper or in digital form.

Process
Once the designs have been received they will be assessed with the chosen design being presented to the City of Greater Bendigo. The Council will arrange for design to be produced in the appropriate forms for their requirements.

Project Duration and Payment

The response to this brief must be submitted to Djandak by Wednesday 14 December 2016.

A once off payment of $3000 will be made to the creator of the successful design.

The successful applicant will be paid as a contractor on provision of an invoice.

Payment will be made on acceptance of the design by the Council of Greater Bendigo.

How to submit
If you wish to submit a design concept for consideration, please complete the attached form and forward it to Djandak by either:

- Email – email your design concepts as .jpg or .png files along with a the form to consulting@djadjawurrung.com.au; or
- Post a copy of your concepts along with the form to Dja Dja Wurrung Clans Aboriginal Corporation, PO Box 1026, Bendigo VIC 3552.

Closing Date
Applications to be received by 5.00 pm on Wednesday 14 December 2016.

Questions
Please contact:
Jon Marshallsay
Project Officer, Cultural Heritage
Telephone: (03) 5444 2888
Mobile: 0448 589 333
Email: consulting@djadjawurrung.com.au
Design Submission – Greater Bendigo Indoor Aquatic and Wellbeing Centre

Closing Date, Wednesday 14 December 2016 at 5.00 pm

Name: ......................................................................................................................................

Contact Phone Number: ........................................................................................................

Contact Email Address: ............................................................................................................

Please provide a brief description of the cultural meaning of your design: .........................
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Please provide a list of the image(s) provided: .......................................................................
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Signature: ..........................................................

Date: .................................................................