

SMALL TOWN TRANSFORMATIONS

Regional Arts Victoria presents Small Town Transformations on behalf of the Victorian Government.

Small Town Transformations

Expressions of Interest

APPLICATION FORM

Please read the Small Town Transformations EOI [Guidelines](#) before filling out this form. You will also need to download the [Partnership Confirmation Letter](#) and submit one per partner.

All responses must observe the word limits within the response fields. All applicants must meet the eligibility requirements in Part A.

EOIs to be submitted by email only to smalltowns@rav.net.au due at 12:00pm noon on Thursday, 21 February 2013. Late applications cannot be accepted.

SUMMARY INFORMATION

Name of Project: **Newstead Express**

Name of Town: **Newstead**

Brief Description:

Provide a brief description to serve as a project summary (100 words or less):

Newstead Express will integrate a town divided by two highways and a river, creating a dynamic heart for the town and a focal point for arts and cultural development. Central to this project is an abandoned railway station, comprising heritage station buildings surrounded by open space and public parkland. We will transform this site into a social and economic hub for the whole of Newstead, via an arts precinct and landscaped parkland, to become a vibrant focal point for gathering, walking, biking, art events, visitors and tourism. Radiating out from the station, a sculpture walk through the parkland will link to a pedestrian bridge over the Loddon River and into the town centre, while another path tracks the rail line, connecting to Castlemaine.

LEAD APPLICANT CONTACT DETAILS

Lead applicants must be legally constituted organisations whose scope covers the region in which the small town sits, if not based within that small town itself.

Name of Lead Applicant Organisation: Newstead2021 Inc

Postal Address: 45 Lyons Street

Town: Newstead

Postcode: 3462

Phone: 5476 2360

Fax:

Website: <http://newstead.vic.au/>

ABN: Currently acquiring an ABN

GST Registered? Yes

Role of Lead Applicant Organisation in the small town:

Newstead 2021(N2021) is an umbrella group for a range of community groups and projects, including Newstead Community Garden, Renewable Newstead, community website, Friends of Newstead Station and is the key community planning group in Newstead. Representatives from across the community, including individuals, businesses and groups are members. N2021 has been coordinating local community planning since 2008 and was approached by Mount Alexander Shire in mid 2012 to develop a Community Plan. This project has stemmed from the planning process.

Primary Contact Name: Geoff Park

Position: President

Email: Geoff.Park@nccma.vic.gov.au

Mobile: 0418138632

LEAD APPLICANT STATISTICAL INFORMATION

This section will not be used in assessing your application, but assists Regional Arts Victoria's understanding of our creative communities.

Does the Primary Contact identify as an Aboriginal or Torres Strait Islander? No

Does the Primary Contact identify as a person with a disability? No

Does the Lead Applicant Organisation work directly with any of the following groups?

Artists – Yes

Producers and artistsworkers – Yes

Youth – Yes

Seniors – Yes

Women – Yes

Aboriginal/Torres Strait Islanders – Not at this stage but we fully intend to build active working relationships through this project with Dja Dja Warrung Clan members.

Culturally & Linguistically Diverse (CALD) communities – No

People with a disability – Yes

Other –

Number of members in your organisation (if membership based):

Newstead 2021 – approx 50 members

Are you or is your organisation a member of Regional Arts Victoria? No, but individuals in the community are.

How did you hear about Small Town Transformations? (select all that apply)

Regional Arts Victoria email list – No	Regional information session – No
Small Town Transformations website – Yes	Regional Arts Victoria staff – No
Regional Arts Victoria social media – No	Local council – No
Other social media – Yes	Word of mouth – Yes

Part A: Eligibility

Proposed outcomes must be for a Victorian regional small town of population <1,500 with the Lead Applicant being a legally constituted organisation in partnership with at least one other organisation.

Outcome in a regional Victorian town

As confirmed by [Australian Government ARIA](#) – Inner Region 1

Other: please state data source

Small town of under 1,500 people

As confirmed by the [ABS 2011 Census population data](#) – Township population 512, surrounding district population 290 (2011 census)

Other: please state data source

A legally constituted organisation whose scope covers the region in which the small town sits, if not based within that small town itself:

Yes N2021 is based in Newstead, Victoria

Registration Number of your body/organisation (e.g. ABN) N2021 A0053143H

What kind of organisation? (please select one only)

Company Limited by Guarantee

Partnership

School

Local Government

Other

Incorporated Association – YES

Health Organisation

Progress Association

Co-operative

Are you making this EOI in partnership with at least one other organisation?

Yes – Mount Alexander Shire, Newstead Salon, Friends of Newstead Station, Maldon and District Community Bank, Context Heritage Advisory Service are other partners.

Part B: Partnership Details

Applications must be made in partnerships between at least two organisations: the **Lead Applicant**, and the **Partner Organisation**. If other partners have been consulted and form part of this Expression of Interest, please include details for up to three partners only in the **Other Partners** section below. Please note that you must include a Confirmation of Partnership Letter for each partner included in your Expression of Interest.

NAME OF PARTNER ORGANISATION: Newstead Salon

Postal Address: C/- 45 Lyons Street

Town/City: Newstead

Phone: 5476 2360

Postcode: 3462

Website:

Fax:

ABN:

GST Registered? – NO

Key Contact: Horse

Position within the organisation: Facilitator

Email: hihorse@westnet.com.au

Mobile: 0422637242

Key focus community of Partner Organisation: Practising artists in Newstead and District

How are they supporting? In-kind – YES
Cash –

Note: All support must be presented in the **Proposed Budget** on Page 10

If in-kind support is being given, what type? (select all that apply)

Artistic – YES

Property – NO

Risk Management – YES

Marketing – YES

Project Management – YES

Administration – YES

Documentation of project – YES

Other –

Partnership Confirmation Letter Attached Yes → Fill out the details in the Checklist on Page 11

OTHER PARTNERS You may include up to three Other Partners if consulted at this stage.

OTHER PARTNER 1	OTHER PARTNER 2	OTHER PARTNER 3
Mount Alexander Shire	Organisation: Friends of Newstead Railway Station	Organisation: Maldon & District Community Bank
Key contact: Phil Rowland	Key contact: Janet Barker	Key contact: Ron Snep
Type of partnership support: In-kind –YES Cash – YES Note: All support must be presented in the Proposed Budget below.	Type of partnership support: In-kind – YES Cash – YES Note: All support must be presented in the Proposed Budget below.	Type of partnership support: In-kind – YES Note: All support must be presented in the Proposed Budget below.
Artistic – YES Project Management – YES Risk Management – YES Marketing –YES Documentation of project – YES Other – planning – YES	Artistic – YES Project Management – YES Property – YES Marketing – YES Documentation of project – YES	Project Management – YES Risk Management – YES Marketing –YES Documentation of project – YES
Partnership Confirmation letter attached Yes → Fill out the details in the Checklist on Page 11	Partnership Confirmation letter attached Yes → Fill out the details in the Checklist on Page 11	Partnership Confirmation letter attached Yes → Fill out the details in the Checklist on Page 11

Also Context Heritage Advisory Service, Louise Honman (<http://contextpl.com.au/>)

Please use a logical file-naming convention that is consistent and easily identifiable across the four attachments e.g. PROJECT NAME – PARTNER NAME.PDF

Part C: Project Proposal

Applicants **must** read the Application Guidelines in preparing this Expression of Interest. The sections below correspond to each of the selection criteria, inviting you to demonstrate:

1. Identified need
2. Artistic transformation
3. Local engagement
4. Community participation
5. Legacy planning
6. Project management

IDENTIFYING THE NEED FOR TRANSFORMATION

Describe the need for transformation in your small town. What do you intend for this creative project to address? (250 words):

The project will use art as a transformative tool to link the Newstead community, revitalise a public utility of architectural, historical and aesthetic value and provide a focus for practising artists, the wider community and visitors from further afield.

The Loddon River and two main highways divide Newstead. This geographic separation affects the social, cultural and economic life of our small town and while the east side is thriving, the west side has declined. In the late 1960s the Butter factory closed, the last passenger train departed, and little economic or community activity has taken place since. At this entrance to Newstead iconic heritage railway buildings lie vacant and unused, as does large open space around the station and the adjoining Great War memorial park.

Newstead is home to a diverse and proactive creative community; 50 practising artists (~10% of the population) work in visual arts, music and performance, ceramics, wordsmithing, sculpture, new media and photography. Through the Newstead Planning process, local artisans have expressed the need for a platform to exhibit, create, perform, share skills and collaborate with the wider community. Newstead has no dedicated artist/exhibition/collaborative space but does have an active calendar of cultural events. (Newstead Live!, Short Story Tattoo, Words in Winter, Chopped Rod, etc) draw audiences in their thousands, and the art precinct will expand their reach and provide further venue options.

Previous and current community planning has also identified improved connections (social and built) as a key need for Newstead, including bike and walking trails, a pedestrian bridge across the river, restoration of the railway station as a multipurpose space and better social connections across the community. The Mount Alexander Shire have committed major funds to a pedestrian bridge and bike/walking trail. This project will address many of the identified community planning needs. Sustainability is integral to the project and will build on Renewable Newstead's aim to be the first Australian community to run on 100% renewable energy.

Newstead lacks a town square, a central public place for community gatherings – the Station precinct offers the opportunity to create a dynamic open space heart that will reconnect our community. It will create an enduring legacy, more than a meeting space – a place for people to learn, gain skills and confidence, share ideas and energy and engage people with art. The Station represents the last piece of the jigsaw that would complete the connections between Newstead's iconic places.

Newstead is a town growing and changing. No longer is it a farming based community and more professionals and artists are choosing to live and work here. As we grow, open spaces become vital, both for place and community connectedness. **Newstead Express** will build on Newstead's place at the crossroads - in social, artistic, economic and environmental terms and act as a magnet for community involvement and participation, a centre for creative excellence and a model for small town place-making, using art as the catalyst. Our town is ready for transformation.

ARTISTIC TRANSFORMATION

How will you address this need through a transformative project of artistic excellence?
What will your creative outcome be? Include brief bios of artists consulted.
(500 words):

The timing for this project is perfect. An injection of funds now will mobilize a community that is primed. We have the artistic energy, community support and a clear vision to transform and reconnect our town through two key elements:

1. The Creative Precinct (The Platform)

The Newstead Railway Station will be the creative hub of the project, providing studio spaces, workshop areas and a gallery space for artists and the wider community to connect, engage, collaborate, create, learn and exhibit. A program of events, including artists in residency, live-in workshops and performances, will be developed in consultation with the community, Council, and our partners. The station will provide a focal point for arts activities and events, other community activities, walking and cycling tours along the planned trail, and an eye-catching entrance for visitors to the town. It will provide opportunities to reinforce the impact of local events, such as the Newstead Short-Story Tattoo, Chopped Rod & Custom Show, Words in Winter and Newstead Live! through the inclusion of artistic involvement/workshops. The unique heritage features of the building will be retained and enhanced and new work will be in line with energy efficiency principles, including solar power, retrofitting and water sensitive design. A gathering space/meeting area/kitchen will be a key part of the building which allows for at least 4 studios and gallery, plus performance areas.

The open spaces and existing park around the station buildings will be transformed into an architectural garden, including large and medium scale sculpture; strategic, low maintenance plantings, artworks, seating and outdoor performance spaces. The garden will be inspired by The Australian Gardens at (Royal Melbourne Botanical Gardens) Cranbourne, with strong architectural elements and arresting use of plants and materials. Parkland plantings will also incorporate bushfire risk minimisation, sustainability and low water use principles.

2. Connecting the Community (The Branch Line)

New York City has the High Line, an elevated freight rail line transformed into a public park. We will have the Branch Line, accessible shared walking, wheelchair and bike trails from the Creative Precinct (Platform). The first will traverse the river flats and Loddon River via a pedestrian bridge to the east side of town. The trail will incorporate sculpture, artwork, plantings, interpretive information and seating. The trail will pay homage to the surrounding (natural and built) landscape and its history, first contact with the Dja Dja Wurrung Clans, Major Mitchell's 1836 footsteps across the Loddon at Newstead, farming, gold (dredging, mining), industry (butter factory, Givoni glove factory, candle factory, transport, etc), governance (Newstead Shire) and of course, the railway. Another branch of the trail will follow the rail line from the 'The Platform' to Castlemaine via the Newstead Racecourse. This site can accommodate large audiences, including camping and will complement the project by providing another performance and event space with a rich history.

Western Australia's Southern Forest Arts (SFA) is an inspirational example of connecting a diverse community through art. Newstead shares many similarities with the Northcliffe community of artists. SFA's Fiona Sinclair supports our ideas and is happy to share experiences of their "Understorey" project.

Harnessing local skills and expertise, the project will incorporate a mix of private commissions and community art projects to ensure 'big art' that interests and excites, sits alongside public and community work and range of budgets and artforms, as the project budget shows. Over 50 artists have been approached, including:

Phil McNamara: Regional Poet, Musician; Russell James: Pianist, Accordionist, Vocalist; Karin James: Sculptor-Textiles, Mixed Media, Printmaker; Phonse O'Bryan: Musician; Horse: Sculptor: Painter; David Farrington: Professional Actor and Producer (theatre and film); Robert Clutterbuck: Screen Printing, Scenic Arts, Painting, Design; Gordon Dowell: Cane & Paper artist, Oral Historian, Historian, Reciter, Actor/director; Lisa Gunders: Photography, Textiles, Multimedia design; Greg Hatton: Landscape designer/furniture maker; Mike Bullen: Ceramics; Helen Watters: Architect, Environmental Designer, Gardener; Daf Williams: Music & Film Producer, composer arranger and educator; Roger McKindley: Antares Iron Art Garden, Sculptor; Vanessa Case: Dance, Physical Theatre, Improvisation; Rohan Souter: Musician; Wendy Rowlands: Musician; Narelle Elise Smith: Art Therapist for Health and Disabilities; Janice Mandara: Art Therapist: working with carers; Knowles Gray: Gold and Silver Smith, Image Maker; Genevieve Barlow: writer, Maritsa Gronda: Printing, Watercolour, Drawing; Tony Kenny: Painter, Musician; Ryan Ford: Painter, Illustrator; Neil Tate: Design and manufacture, metalwork; Carol Porter: Theatre and the visual arts, screenprinter; Mary Caspar: Painter, Sculptor, Ceramicist; Gail Leech: Photographer; Melissa Proposch: Printmaker, digital artist and arts publisher; Steve Proposch: Zombie artist and arts publisher, Julie Patey: visual artist; Angela Down: Dance and movement improvisation; Dee Maling; visual art; Holly McNamara Patrick; musician, stonemason, luthier, furniture maker, dancer; Trevor Wheeler: bonsai, ceramics

More specifically the following artists have been actively involved in design aspects, including sculpture, and Art garden design: Roger McKindley, Georgina Duckett, Horse, Maritsa Gronda, Stuart Beekermeyer (architect/consult).

Our artists will develop a strong, unified artistic vision to excite and transform visitors to the precinct. The project will enable us to showcase the works of renowned local artists, such as Trefor Prest, whose work sits in national collections, but is not accessible or well appreciated locally. A visually arresting precinct will emerge from the collaboration of prominent local artists inspired by the local community and landscape. Within the station itself there will be artists-in-residence, active workshops and studios and spaces for people to gather, talk and dream.

Images are not necessary for this Expression of Interest. If you would like to include images, please attach a maximum of three JPEGs of under 2MB each. Please use a logical file-naming convention that is consistent and easily identifiable across the three images e.g. PROJECT NAME - IMAGE 1.JPG

Images attached? Yes → Fill out the details in the Checklist on Page 12

LOCAL ENGAGEMENT

How will the development of your project work with and inspire local artists, businesses and community members from the small town and regional Victoria? How will you make best use of this project to strengthen local communities? (250 words)

Newstead is renowned for its high level of community volunteerism and participation in community affairs. We have a strong sense of place and identity. This idea emerged from the current Community Planning process, which commenced more than 12 months ago and has led to an intense period of deeper consultation with local artists and the broader community. As a result the foundations of this project are already in place.

The project is strongly aligned with the Mount Alexander Shire's Public Arts policy and Arts Strategy 2011-2015 and will provide a strong example to other communities and shires.

The local community will be engaged both directly and indirectly with the project through:

- Establishment of a Project Steering Group and working groups (restoration, art spaces & programming, artistic commissions, landscaping, and trails) involving local expertise, along with regional representation where required
- Community input to the overall design concept and more specific aspects, such as artworks and walking trails
- Using local skilled architects, designers and tradespeople in the restoration and building work (inc. options for locally based employment programs, Loddon Prison work crews)
- Employing a mix of private commissions and community art projects at several levels of expenditure will engage artists from all levels of achievement/prominence
- Involving a range of artforms in the project will ensure greater artist/community involvement. Alongside sculpture, specific projects could include oral history, spoken word performance, music, theatre, visual arts, new media, ceramics etc
- Featuring an ongoing program of events and artist run activities well beyond the initial project phase funded by RAV, including workshops for community members, artist residencies, artist markets, salons, exhibitions and gatherings for artists to share skills, ideas and collaborate
- Paying homage to Newstead's rich history and involving the work and resources of the Newstead Historical Society, other history resources around the State, the traditional owners of the area, the Dja Dja Wurrung Clans, and local producers - winemakers, apiarists, grain growers, wool and livestock producers, berry growers and orchardists, as well as the Newstead Community Garden and produce exchange
- Using the local knowledge of field naturalists, farmers and other experts in soils, geology, flora and fauna and landscape ecology will ensure the project reflects the town's strong sense of place (at the crossroads of river forest, plains) and informs and inspires the art outcomes
- Promoting and utilising local businesses and services within the town
- Consulting railway groups such as Maldon Historic Railways, individuals and other communities that have revitalised their stations and heritage buildings
- Involving and expanding existing events and community activities, to encourage multi-use of the station precinct
- Renewable Newstead – This established project will advise on incorporation of Ecologically Sustainable Design principles and integration of renewable energy elements.
- Using the Newstead Echo (monthly community newsletter), local media, and local websites to publicise the project, the town's transformation and creative outcomes
- Building on the current local network of artists to develop skills and share ideas and collaborate in work and projects, as well as other successful community-based art groups, such as Southern Forest Arts in WA and their "Understorey" project and gallery space, and "Such Fertile Ground" closer to home.

COMMUNITY PARTICIPATION

How will the outcome of your project encourage new modes or opportunities for community participation, from the small town and more broadly from across regional Victoria? You might describe the specific ways you will foster the participation of Indigenous Australians, people with a disability, and people from culturally diverse communities. (250 words):

There is already a high level of engagement and participation around this project, as stated above. This forms a great springboard to explore diverse modes of participation through art. Fundamental to the philosophy of this project is that art will be the catalyst to reconnect our community and bring both sides of town alive. The transformation and visual impact of the space will encourage local people and visitors to spend time and engage with the work, as well as more formal participation through workshops and events. The project will provide a focal/contact point for local artists and will also maximise the benefit of their work and ideas to our community. Local artists will also benefit through skills development opportunities and greater public exposure

The project will have diverse community involvement in project decision-making and delivery through;

- developing an ongoing program of activities at the Arts Precinct, including exhibitions, artist markets, artists in residence and workshops by artists, which will invite involvement from individuals and groups specific to Newstead's demographic (e.g. single mothers, pensioners, people with a disability, children)
- use of the facilities at The Platform by the community, local groups and training providers for teaching and training purposes (eg. Castlemaine Community House, local TAFEs, adult learning providers, U3A, Newstead primary and preschools, Newstead Mens' Shed, etc). We would also draw on models for community and neighbourhood houses for ongoing funding.
- local farmers and mens' shed members will be invited to participate in the station restoration, drawing on their engineering, construction and design skills, as well as in specific art projects (eg. old farm machinery and equipment recycled to create sculpture and other artforms, restoration workshops)
- using the Loddon River valley and surrounding natural environments to provide a focus for linking art and place, and involving environmental groups (Landcare, Connecting Country, Trust for Nature) in the process to create a strong sense of place and identity
- opportunities for young people (inc. Green Corps, school leavers, VCAL students) to learn landscaping and restoration skills through work on the arts garden and infrastructure program, as well as employment program participants, Loddon Prison crews.
- exploring the history of the local indigenous owners, the Dja Dja Wurrung and first contact with Europeans.
- integrating the philosophy and principles of the ' Accessible Newstead' project to ensure the 'Platform' and the 'Branch lines' are accessible to all.
- drawing on Newstead's active volunteerism through the 40+ community groups that gather in our community (CWA to Spinners, football/netball to croquet) and our legacy of strong local leadership (Newstead was the smallest Shire in the State prior to amalgamation in 1990s)
- extending the reach of the arts precinct to tertiary and higher education arts students (Latrobe Bendigo and Ballarat Universities, TAFE) as a venue to display their work and gain real world experience via exhibitions and collaboration with local artists
- engaging the local (and global) cyberspace community (via Facebook, web, social media) to participate in the project as another place-making activity
- creating opportunities to incorporate new media and technology through linkages to local IT expertise and artists working I new media
- ongoing community consultation will be an integral part of both private commission and community art projects and will target the specific participation of these individuals and groups

LEGACY PLANNING

What long-term outcomes for your project are you anticipating? Describe a couple of outcomes, and how you will measure and achieve them, during the project period and beyond. (250 words)

The benefits and outcomes from the project will be long-lasting, in cultural, economic, social, and environmental terms. A detailed evaluation plan will be developed alongside the design process. The project will convert and connect a wasteland and abandoned relic to create a beautiful and a lasting legacy for the community. We anticipate a new generation of Newsteadians that are creative, engaged and active in the arts and our community. Small towns must continue to be creative to manage rapid and constant change, the challenges of climate change, local issues such as population growth, landuse changes, fire, flood and drought. Newstead has a strong track record for revitalizing and maintaining community assets such as the Newstead Swimming Pool, Newstead Recreation reserve, Rural Transaction Centre and Racecourse Reserve. Community driven management of these facilities has always been based on long term financial sustainability and governance.

OUTCOME	HOW WE WILL MEASURE IT
<p>Arts and Culture:</p> <ul style="list-style-type: none"> • Changed perceptions among partners, local government and the wider community about the role of the arts in community development and place-making • Whole of community involvement in the arts and increased artistic skills and capacity in the town 	<ul style="list-style-type: none"> • level of interest in the project (website hits, attendance at conferences and meetings, visits from other agencies and groups, local and wider media coverage) • audience numbers and engagement (e.g. survey of visitor experiences), number of exhibitions and events, number of artists engaged in the project, listings on the MAS art register and involvement in events such as Castlemaine State Festival, number and range of artworks and activities generated, community use/ frequency of use of arts trails and bridge (e.g. local survey, ped counter) and the number of artist requests for studio space, workshops, etc including from students, institutions and other groups. The project will be documented (photographic, multimedia) for exhibition and reporting purposes.
<p>Economic Viability:</p> <ul style="list-style-type: none"> • Increased economic activity, tourism and employment 	<ul style="list-style-type: none"> • visitor numbers to arts precinct, attendances at events and exhibitions, amount and number of successful funding grants and sponsorships Newstead community attracts, multiplier effect of grant funding for the local economy. The Maldon and District Community Bank and MAS will assist us in evaluating (and building) the economic legacy of the project. • economic assessment of volunteer, local employment programs and in-kind contributions
<p>Sustainability:</p> <ul style="list-style-type: none"> • The entire project will be based on best practice principles. Outcomes will include reduced energy and water use at the precinct, improved riparian and Loddon Valley ecology, greater sense of place and understanding of the local environment, sustained community involvement and volunteerism and a more connected community. 	<ul style="list-style-type: none"> • membership figures for community groups (e.g. Landcare, arts, history), numbers of visitors, venue bookings, biodiversity monitoring (birds, plants, etc). The project will ensure that an important architectural and historic legacy is retained and enhanced for future generations of Newsteadians - the successful restoration and refit of the station buildings is both a measure and an outcome.

PROJECT MANAGEMENT

What experience does the lead applicant and project team have in delivering projects of this scale? (250 words)

Newstead has a history of community leadership and delivering multi-million dollar projects to benefit the town, including the Newstead Community Centre, Swimming Pool and the soon to be re-developed Newstead Recreation Reserve. Newstead 2021, established in 2008, has a track record of instigating and delivering community planning projects, from consultation and ideas through to the final product. Examples include the 2008 Newstead 2021 Summit (project outcomes included Newstead Community Garden, Newstead Pirate Playground, Newstead Wireless, Renewable Newstead some \$200,000 worth of projects combined) and has acted as a mentor for other community groups across the Mount Alexander Shire and beyond. Newstead 2021 is involved in large scale, complex projects (Renewable Newstead) and services and working with large numbers of volunteers.

The Project Steering Committee will comprise members with a broad range of skills including project management, evaluation, community engagement, the arts, philanthropy and sustainability and environmental assessment. Members of this group are routinely involved in the conception and management of similar projects, to the scale of \$2-5 million across the government and private sector.

The artists and community members involved have extensive experience in both commission and community art projects, including a large City of Melbourne Laneways Project, "explanundum", Melbourne Theatreworks installation, Newstead Swimming Pool Mural, Newstead Community Garden Sculpture (community projects), Handspan Theatre and "Media Dell'arte" (Paris, for what was, at the time, the largest painting on canvas in the world).

An allocation of funds will be made specifically to project management, to ensure the project is delivered on-budget and on-time. Additional funds will be allocated to specific project elements (art programs, station refurbishment, garden and trails).

Indicative Timeline

Provide a brief bullet-point outline in the table below describing your project management steps. This might include the formation of your local leadership and management group, recruitment, production schedules, marketing and communications plan, securing permits, marketing delivery, presentation, construction, launch event, documentation, independent evaluation, acquittal.

MAY 2013	<ul style="list-style-type: none"> Set up Project Steering Group with the skills and expertise across key areas: legal, financial, artistic, design, architecture, project management. Appoint project managers (art programs, station refurbishment and landscaping/trails) Project Launch and celebration Permits and approvals for restoration/construction work
JUNE	<ul style="list-style-type: none"> Appoint lead designer Design phase – community collaboration Develop and enact Evaluation & Communication/Engagement Plans EOI phase for artist involvement
JULY	<ul style="list-style-type: none"> Restoration phase starts
AUGUST	<ul style="list-style-type: none"> Overall Design completed and engage artists/architects Evaluate artist EOIs In-house workshop for artists/artistic briefs
SEPTEMBER	<ul style="list-style-type: none"> Arts projects phase starts – private commissions, and community projects initiated Permits and approvals for sculptural and artworks
OCTOBER	<ul style="list-style-type: none"> Landscaping phase starts
NOVEMBER	<ul style="list-style-type: none"> Work on Precinct buildings and gardens continues
DECEMBER	<ul style="list-style-type: none"> EOI phase for ongoing art program, inc. residencies and exhibitions
JANUARY 2014	<ul style="list-style-type: none"> Mid-project celebration and reflection with artists, community
FEBRUARY	<ul style="list-style-type: none"> EOI for official opening exhibition and events
MARCH	<ul style="list-style-type: none"> Source funding for ongoing projects or programs
APRIL	<ul style="list-style-type: none"> Opening planning begins
MAY	<ul style="list-style-type: none"> Develop ongoing program of events, including residencies and exhibitions
JUNE	<ul style="list-style-type: none"> Restoration phase complete
JULY	<ul style="list-style-type: none"> Landscaping phase complete
AUGUST	<ul style="list-style-type: none"> Finalise evaluation and project report
SEPTEMBER	<ul style="list-style-type: none"> Official Opening! Submit acquittal and report including evaluation

Proposed Budget

You must indicate the cash and/or in-kind contributions of the Lead Organisation and Partner Organisation(s).

All other budget lines are suggested examples only – you will not necessarily have an item for each line. Please enter items and amounts in the text fields as relevant to your proposal. Consider your budgeting carefully, including provision for marketing and independent evaluation and audit.

Please identify how the Small Town Transformations funds will be spent using the final column.

EXPECTED INCOME	\$	EXPECTED EXPENDITURE	\$	Small Town Transformations
Small Town Transformations		Production Costs		
Funds sought through this EOI	\$350,000	Station revitalization and studios/gallery fitout - inc trades people, Heritage consult and materials	\$160,000	\$80,000
		Landscape design and construction - inc professional consultations	\$70,000	\$30,000
		16 art works - materials, technical assistance	\$130,000	\$120,000
		Mt. Alexander Shire - Bridge and trails	\$835,000	\$0
Sub Total	\$350,000	Sub Total	\$1,195,000	\$230,000
Applicant Org's Contribution		Fees, Salaries (include on-costs)		
Newstead 2021/RTC		Artists fees	\$110,000	\$50,000
		Site design fee	\$10,000	\$10,000
In-kind		Project Manager fee	\$40,000	\$40,000
Labour (working bees, etc)	\$100,000	Technical consultants	\$20,000	\$10,000
Administration Project management	\$35,000			
Sub Total	\$135,000	Sub Total	\$180,000	\$110,000
Partners' contributions In Kind and Cash		Communications, Administration, Finance		
Newstead Salon - Artist volunteers	\$70,000			
Mt Alexander Shire - Bridge design and walking/bike trails	\$835,000	Marketing	\$10,000	\$0
Friends of the Railway - art auction	\$5,000	Documentation	\$2,000	\$0
The Heritage Advisory Service - Louise Honman (dir) - station renovations	\$6,000	Administration	\$35,000	\$0
In-kind-local expertise - landcare groups, gardeners, architects etc	\$10,000	Independent evaluation	\$5,000	\$5,000

Marketing and promotion inc. \$2500 from MAS	\$6,000	Independent financial audit	\$3,000	\$3,000
Materials - donations for art works	\$6,000	Permits	\$2,000	\$2,000
Administration - volunteer	\$4,000			
Sub Total	\$942,000	Sub Total	\$52,000	\$10,000
Earned Income		Other Costs		
Sub Total	\$	Sub Total	\$	\$
Total Income (A)	\$1,427,000	Total Expenditure (B)	\$1,427,000	\$350,000

Note: An accurate, balanced budget is an indication of effective planning capacity. Please check your numbers carefully. (A) and (B) must equal the same amount. Your proposed budget must balance.

Part D: Checklist and certification

- I have read the Small Town Transformations guidelines
- I have checked through the application for accuracy and completion
- I have prepared one email to smalltowns@rav.net.au with all attachments
- I have entered details of all attachments below

ATTACHMENTS

Partnership Confirmation Letters are essential for this EOI. Include one letter per partner included in Part B. Please use consistent file-naming e.g. PROJECT NAME - PARTNER NAME.PDF

PARTNER ORGANISATION Organisation:	Partnership Confirmation letter attached Yes	File name:
OTHER PARTNER 1	OTHER PARTNER 2	OTHER PARTNER 3
Maldon and District Community Bank	Organisation: Mount Alexander Shire	Organisation: Friends of Newstead Station
Partnership Confirmation letter attached Yes File name: NEWSTEAD EXPRESS- MDCB.pdf	Partnership Confirmation letter attached Yes File name: NEWSTEAD EXPRESS- MAS.pdf	Partnership Confirmation letter attached Yes File name: NEWSTEAD EXPRESS- FONS.pdf

Images are not essential for this EOI. If you would like to include images, please attach a maximum of 3 JPEGs < 2MB each. Please use consistent file-naming e.g. PROJECT NAME - IMAGE 1.JPG

Images attached? Yes

IMAGE 1	IMAGE 2	IMAGE 3
Image file name: NEWSTEADEXPRESS-Newstead Railway Stationpainting.jpg Image size: 303KB Image description: Grey Skies over the old Newstead Station, Karen Pierce 2012, oil on linen canvas 150 x 80	Image file name: NEWSTEADEXPRESS- MAP Image size: 1.7M Image description: Aerial Map of Newstead showing The Platform and The Branchlines	Image file name:NEWSTEADEXPRESS- PHOTO Image size: 197KB Image description: Poster of Station

I certify that:

To the best of my knowledge, the statements in this application are true and correct. I am authorised by the applicant organisation to certify this application. I acknowledge that this application will not be accepted if it is late, faxed, posted or has not been presented within the specified format and limits.

Lead Applicant Key Contact: Geoff Park

Date: 21 February 2013

Position: President

Organisation: Newstead 2021

Project Name: Newstead Express



Lodgement

Applications must be received by email by 12:00pm noon on Thursday, 21 February 2013 to smalltowns@rav.net.au using the subject line: **EOI - Project Name.**

Send one email only with all attachments. Do not send multiple emails with multiple attachments.

Please keep a copy of your application. Please note that late applications cannot be accepted.