



## ORANGE REGIONAL MUSEUM

<b>QUOTATION FOR:</b> Brief for Exhibition Designer for Paddock to Plate Exhibition		
<b>LOCATION:</b>	Orange Regional Museum	<b>DATE OF ISSUE:</b> 19 July 2017
<b>START DATE:</b>	<b>1 September 2017</b>	<b>COMPLETION DATE:</b> 30 March 2018

### SUBMISSION DETAILS

<b>Quotation to be submitted at:</b> <b>Orange City Council</b>		<b>Orange Regional Museum</b>	
<b>Council contact officer:</b>	Alison Russell	<b>Phone:</b>	02 6393 8170
<b>Email:</b>	arusell@orange.nsw.gov.au	<b>Mobile:</b>	0448 128 170
<b>Closing time:</b>	2.00pm	<b>Closing Date:</b>	8 August 2017

### CONTRACT CONDITIONS AND ASSESSMENT CRITERIA

- 1 Unless otherwise specified, the Conditions of Contract is Council's Contract Agreement for the Provision of Minor Works and Services which may be viewed at [www.orange.nsw.gov.au/tenders](http://www.orange.nsw.gov.au/tenders)
- 2 Contracts will be evaluated on: price of specific quotation, past performance with Council, capacity and capability of contractor, availability (timing of work), work methodology, demonstrated ability to meet project timelines and conformance to project schedule, structure of the company's proposed project team, together with roles, responsibilities and brief resumes of team members.
- 3 The quotation is to show a full breakdown of costs – GST inclusive.
- 4 Council is not bound to accept the lowest or any quotation.
- 5 Petitioning of Councillors and Council staff is prohibited and will result in exclusion from consideration in the quotation process.
- 6 Certificates of Currency for Insurance are to be provided prior to works commencing.
- 7 Site Specific Safety Management Plans are to be completed prior to works commencing.
- 8 All works to be in accordance with Orange City Council Policies which may be viewed at [www.orange.nsw.gov.au/tenders](http://www.orange.nsw.gov.au/tenders)
- 9 A 2% deduction to the purchase price value for goods and services acquired in determining the overall valuation of quotations and shall be applied to purchase costs within the price range of \$10,000 to \$149,999. This only applies when an out-of-town business is part of the quotation process.

## 1. INTRODUCTION

Orange Regional Museum (ORM) is developing an exhibition about the produce, food and wine history of the region. The exhibition will explore contemporary and historic themes around the region's produce, food and wine, including the geography and environment of the region, distinctive produce, migration cultures, notable people and families, food related places, changing traditions around food and culinary history, celebrations and family stories. The exhibition *Paddock to Plate* (working title) will be held in the museum from April 2018 and will be on display for approximately 18 months.

*Paddock to Plate* will include small satellite exhibitions in community museums in the region, exploring distinctive food stories from their locality and collections. It will also include a driving tour of heritage and food related places to encourage exploration and discovery of the produce, food and wine of the region, an exhibition catalogue, a web site and a lively program of community events and education programs tailored to relevant parts of the curriculum.

This consultancy is for a contract exhibition designer / team for the *Paddock to Plate* exhibition. It is anticipated the successful designer will work with a curator to deliver the exhibition and related components.

### Background

*Paddock to Plate* is part of ORM's *Villages of the Heart* and Sustainable Collections Program which works with museums and communities in the region to document and conserve collections, enhance the sustainability of community museums, and interpret the stories of rural villages and heritage places.

A key focus of *Villages of the Heart* (VOH) is exploring the distinctive character and cultures in the region's rural villages, prompting community conversations, sharing stories across generations and exploring community attachment to place.

Stage 1 of VOH in 2013 developed a contextual history of the villages, together with around 30 oral histories. Stage 2 in 2014-16 built on this work through a Regional Partnership Grant between Orange Regional Museum and Sydney Living Museums (SLM), with funding support from Arts NSW. The work with SLM focussed on a key theme in the Villages research – *From Paddock to Plate*, about the produce, food and culinary history of region and its villages and people. This included building skills in the community museums in developing public programs about their distinctive food stories. Among the public programs delivered in the last two years, Carcoar Hospital Museum held a 'Farewell Dr Rowland Dinner' framed around an 1867 dinner to farewell its local doctor, with food inspired by the original menu. <http://blogs.hht.net.au/cook/farewell-dr-rowland/> Molong Museum celebrated the Packham pear with legendary CWA cook and MasterChef star Merle Parrish, cooking a pear and spice cake with the Packham pear, <http://www.abc.net.au/local/photos/2015/04/22/4221306> ORM hosted a masterclass with SLM's gastronome Jacqui Newling on food programming in museums (insert web link) and organised a community picnic in Lucknow village inspired by a community picnic held in the 1880s. It is expected this work will help to inform and shape the *Paddock to Plate* exhibition and its public programs, supported by research for the thematic history, see 2 below.

Orange Regional Museum opened in 2016 with an exhibition about *Journeys to Orange* but it has been operating through collaborative projects, museum partnerships and temporary exhibitions since 2003. In the course of this work ORM has refined a set of values or museology to underpin its work as a regional museum. These include:

- Interpreting contemporary issues, themes and stories that are not well represented in community museums in the region – e.g. migration, cultures, the landscape and environment

- Reinterpreting traditional museum collections through contemporary audience-centred topics – e.g. water, gardens, food and landscape
- Representing contemporary people and perspectives based around interviews and stories from a wide range of people in the community
- Working with the Aboriginal community in the region to interpret Aboriginal culture, history, people and places
- Interdisciplinary presentations combining history, the environment, art, design and contemporary life
- Commissioning new creative work to interpret ideas and histories that may not be reflected in the collections
- Using a community-centred participatory model for exhibition development, through workshops, focus groups and a high degree of consultation
- Encouraging visitors to the exhibitions to add their stories to the museum displays, and other strategies to foster participation
- A highly democratic and inclusive approach to what is considered 'worthy' of representation in a museum
- Functioning as a regional museum by promoting exploration and discovery of the region's villages, museums, heritage places and landscapes
- Working with the community to document significant objects and stories, to help families to care for their family treasures and to build an archive for the future
- Collaborating with community museums of the region to improve skills, capacity, collection care and sustainability

It is expected that these values will be reflected in the exhibition, its development processes, and public programs.

#### **1. a Exhibition Aims**

- Deliver an engaging exhibition about the produce, food and wine history of the region, interpreting historic and contemporary perspectives on the region's development as a producer of high quality food and wine
- Support the promotion of food and wine tourism to Orange and the region, providing context and ideas that will enhance visitors' appreciation of the region's high quality food and wine
- Encourage visitors and the community to explore the villages, places, museums and productive landscapes of the region that together tell the story of the changing history of produce, wine and culinary traditions in the region
- Enlarge community understanding of the factors shaping the region's food and wine history and its contemporary industries, including the environment, geography, migration patterns, farms, technologies, family traditions, pioneers and notable people
- Develop an exhibition that prompts the sharing and documentation of family and community stories around food memories and changing family traditions related to produce, cooking, and family celebrations
- Identify, document and conserve significant objects, images, family recipes and stories related to food, wine and family traditions, including where relevant strategic acquisitions for ORM's collection
- Provide a lively range of public programs to attract and enhance community participation in the museum, and with its partners include ORM Friends, tourism partners and the network of community museums and heritage places in the region
- Offer a range of curriculum-linked education programs for schools using the exhibition as a springboard, as well as the villages, landscapes and museums of the region

- Support the conservation and interpretation of historic food related places in public and private ownership
- Through the website, catalogue and driving tour continue to engage visitors in the productive history of food and wine in the region

### 1. b Audiences

The exhibition will be designed to reach and engage a wide audience including:

- Tourists to Orange and the region
- Local residents, families and people living in the region and its villages, including young people and older residents
- People from the region's Aboriginal and migrant communities
- Food and wine producers and interest groups
- School students

## 2. RESEARCH AND RESOURCES

A thematic history of food and wine in Orange and district is currently being developed. The thematic history will be used to guide the exhibition development. Key themes include:

1. Environment
2. Business
3. Wiradjuri
4. Settlers (pastoral / agriculture)
5. Gold
6. Fruit
7. Produce
8. Wine
9. Technology
10. Harvesting & storing
11. Manufacturing
12. Distribution
13. Retail
14. Migration
15. At home
16. Community
17. Celebration

In addition to the *Paddock to Plate* thematic history, ORM has commissioned a range of books, websites, historical reports and resources on aspects of the region's environment and history that will be pertinent to the exhibition including:

- migration heritage <http://www.halfaworldaway.com.au/>
- Fruitful Landscapes on the productive landscapes of the district
- garden history <http://www.orangeblossoms.com.au/pages/util/index.cfm>
- history of water in Orange and district <http://watermarks.orangemuseum.com.au/pages/index.cfm>
- the Chinese history of the region
- the Cornish history of the region
- and two Aboriginal heritage reports <http://www.orangemuseum.com.au/wp-content/uploads/2013/08/Orange-Aboriginal-Heritage-Report2012.pdf>

In conjunction with Orange Local Aboriginal Land Council ORM has developed an Aboriginal Heritage Strategy to underpin programs and the partnership with OLALC. This strategy supports a range of museum, heritage and education initiatives endorsed by OLALC and delivered by ORM in conjunction with Aboriginal groups in the region.

### **3. EXHIBITION OBJECTIVES AND TASKS**

ORM wishes to engage a qualified and experienced exhibition curator to develop and implement the *Paddock to Plate* exhibition. The curator is to perform these tasks.

#### **3. a Key Tasks**

1. Review the thematic history research report, images, content and other research sources supplied by ORM
2. Work with the museum manager and exhibition designer to refine the exhibition concept, themes and storylines, and graphic identity, developing this into an exhibition concept document to guide detailed content development, design and consultations
3. Building on the research report and exhibition concept, consult with Orange and district residents and community museums to tap memories of using local produce, food production, family cooking, celebrations and traditional recipes, including sourcing additional photos, films and objects for use in the exhibition and undertake additional research as necessary
4. Liaise with community museums in the region to refine the focus of their exhibitions
5. Work with Orange Local Aboriginal Lands Council and Aboriginal elders to document their family food traditions, memories and culture and understand how their stories should best be interpreted in the exhibition
6. Work with migrants to Orange (post war to recent arrivals) to document their family food traditions and cultures, sourcing related objects and images where relevant
7. Research, develop and organise the exhibition's storylines and content and compile exhibition folders with objects, images, draft captions and research material, identifying media, sourcing publication quality images suitable for reproduction, objects, multimedia material such as original film footage, and oral histories that may be integrated into the displays
8. Subject to detailed discussion the exhibition in ORM will include and develop opportunities for changing or updating aspects of the content over the life of the exhibition to coincide with seasonal changes, the tourism calendar of events, and celebrations such as Christmas. It is anticipated these will be linked with public programs to draw return visitors and stimulate community conversations.
9. Drawing on the exhibition folders summarise the content and storylines into a detailed exhibition brief to underpin the exhibition design
10. Work with the exhibition designer and museum manager on the exhibition design, including the exhibition structure, circulation, fitout, graphic identity, media, schedule, budget, and considering conservation and security requirements
11. Liaise with community museums on the development of their satellite exhibitions, theme, content, images, text and installation
12. Work with museum staff to devise and plan a range of engaging public programs and curriculum linked education programs based on the exhibition content to draw return visitors and stimulate community conversations
13. Draft interpretative text for the exhibition including introduction, acknowledgements, theme panels, object labels with extended captions. Donors/lenders to be acknowledged on each label.
14. Write text for an illustrated history suitable for a catalogue/book with images and objects with extended captions about the region's cooks, past and present, food, produce, wine, recipes and collections; Liaise with museum manager on chapters and structure of catalogue/book
15. Adaptation of the interpretative material for the web site and the food places driving tour/map

**NB** As far as possible Orange Regional Museum is able to design the graphic elements including the exhibition components, catalogue/book, driving tour in-house.

#### 4. Key Deliverables /Outcomes

The outcomes of this brief will be:

1. Provide input on the visual identity and exhibition titles for the exhibition
2. Provide advice on detailed design, fabrication and production of exhibition components; and advice on any special requirements for the installation of art works and objects and additional assistance such as a carpenter or other skills required
3. Design and detail all elements of the exhibition, including additional plinths, showcases, object supports and other agreed exhibition components
4. Provide a design (including elevations) and plan for the layout; including location of objects, multimedia, plinths and text label;
5. Develop an installation schedule (indicative dates - 19 February 2018 – 30 March 2018)
6. Assist with installation of the exhibition in the week beginning the 19 February 2018 (indicative date) and if required at other times during the installation period.
7. Liaise with curator and project manager as required

#### 5. INDICATIVE TIMELINE

Date	Task
Beginning September 2017	Initial Project Meeting with Project Manager and Curator
14 September 2017	Commence initial draft exhibition design based on Curator's thematic structure, draft object list and other exhibition components
1 October 2017	Object and image list finalised by Curator
1 November 2017	Liaise with Curator on exhibition identity
1 November 2017	Draft exhibition design completed; with 5 x changeover concepts finalised and with Project Manager
1 December 2017	Final Exhibition design completed
1 December 2017	Exhibition design and plan (including elevations) completed
15 January	Installation schedule completed
19 February 2018 (indicative date)	Fabrication, installation
30 March 2018	Project completion

It is anticipated the work will take approximately 18 weeks from signing the contract subject to responses from contractors. The project must be completed by 30 March 2018 in time for the private viewings on 4-5 April and exhibition opening on 6 April 2018.

#### 6. MEETINGS

Three primary meetings will be held, other meetings may be called as required.

1. An initial project briefing with the consultant(s) shall be convened to discuss the scope, methodology and format of the exhibition at the beginning of the project.
2. A progress meeting with curator on 1 October to discuss the storylines and how concept is progressing
3. A meeting prior to exhibition construction and installation on or around 19 February 2017
4. Attend components of the fabrication, installation as required

## **Council Support**

To assist with this work ORM will provide plans for floor, lighting and power outlets.

ORM will assist with organisation of oral histories, purchasing and scanning of exhibition quality images, object loans and transport, object mounts and transport. Current staffing structure is: Museum Manager / Project Manager, Collections Manager, Public Programs and Education Officer.

## **7 WRITTEN REPORTS**

It is expected the curator will provide written reports for:

1. The exhibition design layout
2. Design and detail all elements of the exhibition, including additional plinths, showcases, object supports and other agreed exhibition components
3. Installation schedule

Written reports are to be submitted in line with the indicative timeline dates above to the Project Manager on or before the specified date.

Orange Regional Museum will require (1) a digital copy of each report.

## **8 COPYRIGHT**

Orange City Council will hold copyright over the exhibition interpretative material and the text of the book, and design plans.

## **9 PROJECT MANAGEMENT AND SUPPORT**

The project will be managed by Alison Russell, Museum Manger and Heritage Coordinator who will coordinate and support the work of the successful contractor / team. This will include organising community consultations in the region, providing reference and research material, identifying objects and images.

Copies of relevant reports and studies will be provided to the successful consultant upon commencement of the project.

### **Orange Regional Museums Project Manager will be:**

Alison Russell  
Museum Manager and Heritage Coordinator  
Orange City Council  
Ph. 026393 8170  
Mob 0448 128 170  
Fax 6393 8119  
Email [arussell@orange.nsw.gov.au](mailto:arussell@orange.nsw.gov.au)

## **11. FUNDING**

A lump sum fee of \$25,000 + GST is available for this consultancy. All tasks and disbursements associated with the project must be undertaken within this budget. There will be no further funding available and the consultant/team must undertake all tasks within this budget; this covers all travel, expenses and other ancillary costs.

The consultant(s) shall immediately notify Council in writing of the likelihood of any circumstance that may result in over expenditure. The fee limit shall not be exceeded without prior written approval to Council.

If at any time the consultant(s) considers that the scope of the work under this Brief has been varied, the consultant shall immediately advise the Council in writing of the additional cost associated with such variations.

The project is funded by Orange City Council (OCC). It will be managed by Alison Russell, Orange City Council Museum Manager and Heritage Coordinator.

## **BUDGET**

The budget available to complete the design, development and production of the exhibition, catalogue/book and map of food places and sites is \$115,000.00. (this fee excludes consultant fees).

## **12. PAYMENT**

Payments will be made on the following schedule:

20% on signing the contract

20% on presentation of the preliminary exhibition concepts

20% on presentation of the interpretative elements

40% on satisfactory completion of the outcomes described in Item 4, including exhibition content and concept, and installation.

Council shall withhold payment of 40% of the project cost until Council has approved the final report. The Council shall not be obligated to make any payment unless it is satisfied that the work satisfies the requirement of the Brief.

## **13. SUBMISSION REQUIREMENTS**

Proposals are to be submitted to:

The General Manager

Orange City Council

PO Box 35

ORANGE NSW 2800

Attention: Museum Manager and Heritage Coordinator

[arussell@orange.nsw.gov.au](mailto:arussell@orange.nsw.gov.au)

Proposals can be submitted in writing or by email clearly marked:

### **ORANGE REGIONAL MUSEUM:**

Paddock to Plate, an illustrated thematic history of food and wine in Orange and the region.

The closing date for the submission of proposals is 2.00pm Tuesday 8 August 2017.

## **14. QUOTATION SUBMISSION REQUIREMENTS**

Quotation submissions should include:

- A response to the brief with an outline methodology summarising how the work will be undertaken, number of visits and days allocated for work in the region
- A breakdown of project costs within the fixed contractor fee showing the hourly rates and anticipated time spent on the project of key people working on the project including travel costs
- Details of exhibitions and museum projects undertaken by the contractor as the primary consultant/s
- Brief CVs for the key people who will undertake the work, including examples of exhibition and museum projects relevant to the selection criteria
- A timeline for the project. It is anticipated the work will take approximately 18 weeks from signing the contract subject to responses from contractors.

## **SKILLS**

It is expected that the successful consultant(s) will have the following areas of expertise and be able to demonstrate:

- A minimum of 5 years' experience as a museum exhibition designer or a related field of work
- Demonstrated commitment to and understanding of the role of museums in preserving cultural heritage and communicating the significance of this to the wider community
- Knowledge of general museum practice, including collection development, collection management, loans, exhibition planning and installation, preventative conservation and knowledge of WHS standards
- Ability to meet the proposed timeline and deliverables within the agreed budget as per brief
- Experience in scheduling, managing and budgeting and to carry out design concepts through to documentation and delivery

The proposal should specifically address the selection criteria and areas of expertise required to undertake the project.

## **PROJECT METHODOLOGY**

- A time line for the project
- Response to the brief
- An outline of how the project will be undertaken, broken down into key outcomes and stages of delivery and project cost demonstrating how the exhibition book/catalogue and map of food places and sites can be delivered within budget

## **15. PROJECT TIMING**

Council will advise the successful consultant(s) in writing.

It is expected that the consultant(s) will be able to commence work immediately or no later than beginning September 2017.

The project is to be completed no later than 5.00pm, 30 March 2018 in accordance with the indicative timeline.

## **16. SELECTION CRITERIA**

- Relevant qualifications and experience as a museum designer or a related field of work
- Understanding of and response to the brief
- Capacity to deliver project as per brief within the allocated budget and timeframe
- Ability to schedule and manage exhibition design concepts through to documentation and delivery
- Ability to work in a team and have excellent communication skills

## **17. TERMS OF ENGAGEMENT**

### **Scope of work**

The tasks described in the Brief are based on Council's assessment of the project. The consultant(s) may suggest any amendments required to achieve the project objectives and outcomes during the course of the project.

Council must ratify any proposed departure from the Brief before proceeding.

### **Contractual Arrangements**

The study shall be carried out in accordance with AS4122-2000 General Conditions of Contract for Engagement of Consultants.

Final Contract documents will include the ORM Brief, the Consultant's Expression of Interest Submission, Council's letter of acceptance for the proposal and Annexure 'A' of AS4122-2000.

The Consultant must adhere to Councils Drug & Alcohol Policy, a copy of which is available at Council Offices.

### **Insurances**

Evidence of public liability and professional indemnity insurance is required by Council. Council generally requires evidence of \$10 million Public Liability Insurance and \$2 million Professional Indemnity Insurance.

### **Driver's License**

A Class C driver's license is essential.

## **18 Public Access to Information**

GIPA Act, s. 121

- (1) The Consultant must, within 7 days of receiving a written request by the Council, provide the Council with immediate access to the following information contained in records held by the Consultant:
  - (a) information that relates directly to the performance of the services provided to the Council by the Consultant pursuant to the Contract;
  - (b) information collected by the Consultant from members of the public to whom it provides, or offers to provide, the services pursuant to the Contract; and
  - (c) information received by the Consultant from the Council to enable it to provide the services pursuant to the Contract.
- (2) For the purposes of sub-clause (1), information does not include:
  - (a) information that discloses or would tend to disclose the Consultants financing arrangements, financial modelling, cost structure or profit margin;
  - (b) information that the Consultant is prohibited from disclosing to the Council by provision made by or under any Act, whether of any State or Territory, or of the Commonwealth; or
  - (c) information that, if disclosed to the Council, could reasonably be expected to place the Consultant at a substantial commercial disadvantage in relation to the Council, whether at present or in the future.
- (3) The Consultant will provide copies of any of the information in sub-clause (1), as requested by the Council, at the Consultant's own expense.

Any failure by the Consultant to comply with any request pursuant to sub-clause (1) or (3) will be considered a breach of an essential term and will allow the Council to terminate the Contract by providing notice in writing of its intention to do so with the termination to take effect 7 days after receipt of the notice. Once the Consultant receives the notice, if it fails to remedy the breach within the 7 day period to the satisfaction of the Council, then the termination will take effect 7 days after receipt of the notice.