

Expression of Interest (EOI) First Nations Designer / Artist

Central Queensland Hospital and
Health Service

Central Queensland Hospital and Health Service (CQ HHS) is calling for EOI from local First Nation designers / artists to create a unique design to support a Rheumatic Heart Disease (RHD) prevention and information campaign targeting Aboriginal and Torres Strait islander people in the Central Queensland region – with a specific focus on Woorabinda, Biloela, Emerald and Rockhampton.

Project Summary

Rheumatic heart disease (RHD) is the most common worldwide cause of heart-related death in children and adults aged under 40 years. Australia has one of the highest reported rates of acute rheumatic fever (ARF) and rheumatic heart disease (RHD) in the world.

RHD is killing two young Aboriginal and Torres Strait Islander people a week. 10,000 people live with RHD and over 80% are Aboriginal and Torres Strait Islander. It's predicted that this number will double in the next decade without urgent action.

ARF / RHD is caused by repeated bacterial infection of the throat and skin and thrives in communities where there are barriers to maintaining personal hygiene because of poverty and overcrowded homes.

RHD is preventable - and is treatable.

The project's purpose is to improve the prevention, detection and management of Strep A, ARF and RHD within QLD

Project Objectives

The overall campaign goal is to eliminate RHD by 2031:

- Reduce the prevalence of RHD in Queensland's First Nations population.
- Improve community awareness and understanding of how to manage Strep A infections and prevent RHD.
- Support the promotion of RHD screening programs for children (4-15yrs) and young adults (16-25yrs).
- Increase the number of people living with ARF and RHD to be up to date with their individual RHD health plans.
- Create awareness of how to access culturally safe models of care for patients with Strep A infections, ARF and RHD.

Target Audience

Primary audience

- First Nations families (children and adults) living in Central Queensland regions.
- First Nation people living with RHD diagnosis.

Secondary audience

- Clinicians and nurses in Primary and Secondary Health Settings – they need to be aware of this condition and be trained to be able to give culturally appropriate medical help

Artist Brief

The appointed artist will work collaboratively to create a suite of First Nation design / illustration elements that capture key themes that could include:

- Healthy Skin
- Healthy Throat
- Healthy Heart – Blocking Strep A germs
- Blocking RHD
- Community
- Family looking after each other
- Medicine helps

The artwork should positively reflect the themes above to support an underlying message, that healthy skin equals healthy heart, and that RHD is preventable.

The artwork's symbols, iconography, colours and style must respectfully represent the local Central Queensland First Nation Country and communities.

The artwork must be delivered in a high-resolution digital format (preferably vectorised in .EPS or .PDF or JPG, PNG), and be suitable to be scalable and adapted to various applications.

Project Dates

- 1 November – EOI open
- 22 November – EOI close
- 24 November – panel assessment
- 27 November – designer/artist advised of outcome
- 27 November–11 December – successful designer/artist creates artwork
- 12 December – final artwork received
- December–January 2024 – artwork applied to printed/digital resources, merchandise, video

Materials and Equipment

The artist is required to provide all equipment required.

Selection Process

Criteria	Description
1. Artist Statement	Demonstration or portfolio of artist experience and connection to Central Queensland First Nation Country communities
2. Design	Some initial sketches, and or, an outline of how you would approach some sample elements in the design brief
3. Availability	Artist availability to complete project within specified project dates
4. Fees	Acceptance of designer / artist fee schedule for design consultation

Submitting an EOI

- You should submit sketches and preferred approach as an email attachment.
- The design should be accompanied by a supporting statement/story describing the artwork as part of the EOI.
- Individual and collaborative works are accepted.
- Provide a short biography about yourself and your connection to Central Queensland.
- Be accepted by your local Aboriginal and Torres Strait Islander community as a person of Aboriginal and Torres Strait Islander descent.
- Your designer / artist fees for the design and delivery of the EOI

Submission deadline

The closing date for applications: Midnight Wednesday 22 November 2023

Email applications to: CQHHSEDFN@health.qld.gov.au

Successful Submission

An Artist Agreement will be put in place for the successful applicant. If you have a preferred contract arrangement for your work, please outline this in your submission.

Enquiries

For more information on how to apply or questions regarding the EOI process please contact the CQ HHS Aboriginal and Torres Strait Islander Health and Wellbeing Unit (07) 4932 5161 or email CQHHSEDFN@health.qld.gov.au