geelong design week

19 to 29 March 2020

Application Guidelines

Geelong Design Week (GDW) is a forum for discourse, debate, learning, exchange and collaboration. With a broad and knowledgeable audience invested in Geelong's design and creative sectors, your event should:

- Be relevant to the theme *'Doing it differently'*
- Champion design and creative thought
- Demonstrate innovative practice
- Be original, distinctive or experimental in both idea and execution
- Share your insights and experiences
- Connect the many design and creative talents in Greater Geelong and beyond
- Celebrate and showcase design and creativity

All applications will be peer reviewed by the GDW Curatorial Working Group:

- Dr. Yolanda Esteban, Lecturer in Architecture and Urban Design, Deakin University
- Padraic Fisher, Director, National Wool Museum
- Jason Smith, Director and CEO, Geelong Gallery
- Dr. Mary-Jane Walker, Director, The School of Lost Arts
- Kevin Foard, Engineering Network Manager, Geelong Manufacturing Council
- Mike McKinstry, CEO, GenU
- Dr. Fiona Gray, President, Creative Geelong
- Christine Silvestroni, Coordinator Economic Development, City of Greater Geelong, UNESCO City of Design Project Lead
- Nerilee Jones, Industry Development Officer, Economic Development, City of Greater Geelong, Geelong Design Week Project Lead
- Alex Boyle, Senior Business and Industry Engagement Officer, Economic Development, City of Greater Geelong, UNESCO Stakeholder Engagement and Communications.

Applications that do not conform to the event guidelines will be excluded from consideration.

For further information, please contact:

Nerilee Jones, Geelong Design Week Project Lead, City of Greater Geelong

info@geelongdesignweek.com.au

Event application guidelines	
Key dates:	• Event must be held between 19 and 29 March 2020

Event focus
(how does your event celebrate design and creativity?)
	The event should:
	Be relevant to the theme: *'Doing it differently'*
	The event should fall into at least one of the following fields:
	   o Technology, innovation and manufacturing
	   o Culture and heritage
	   o Social and community services
	   o Architecture, landscape and urban environment
	   o Learning, knowledge and research
	   o Environment and sustainability
	   o Food and gastronomy
	   o Art, craft, visual communication and multimedia

Community (how is the community involved in your event?)	**The event should:** • Promote diversity and inclusiveness • Engage in partnerships and creative collaborations with other community and business groups where appropriate • Be open to all members of the public
Strategic focus (how does your event align with Geelong's UNESCO City of Design designation?)	**The event should:** • Support and build awareness of Geelong's UNESCO City of Design designation • Align with one or more of Geelong's Clever and Creative community aspirations • Highlight how Geelong is using creativity to drive a sustainable, resilient and inclusive community
Organisation (what resources do you have to plan and deliver a successful event?)	**The event must:** • Have at least one central point of contact responsible for overseeing the planning and delivery of the event • Consider all factors relating to delivering a high-quality event including venue, timing, catering (if required), budget, equipment, ticketing and promotion

Supporting notes

When submitting your application, consider the following questions:

Event focus

- Does the event have a particular feature that distinguishes it from other events?
- Has there been input from creative people within your sector?
- Does the event have elements that showcase the talents or skills of local people?
- How will your event promote creativity or innovation?
- Does your event fall into one of the categories listed?

Community

- Will your event be open to community members outside your organisation?
- Does your event require collaboration with another community, business or industry group?
- Does your event consider the full range of human diversity with respect to ability, language, culture, gender, age and other forms of human difference?

Strategic focus

The objective of the UNESCO Creative Cities Network is to use the power of creativity to build sustainable, resilient and inclusive cities. Geelong will deliver this creativity through design. The City of Design designation is a key step to delivering our 30-year community-led vision, *Greater Geelong: A Clever and Creative Future.*

The community's aspirations to support a clever and creative future include:

- A prosperous economy that supports jobs and education opportunities
- A fast, reliable and connected transport network
- An inclusive, diverse, healthy and socially connected community
- A leader in developing and adopting technology
- A destination that attracts local and international visitors
- Sustainable development that supports population growth and protects the natural environment
- Creativity drives culture
- People feel safe wherever they are
- Development and implementation of sustainable solutions

Organisation

- Have you assessed what resources are needed to deliver your event?
- Have you allocated enough time to plan and deliver your event – including recruitment of appropriate people and time to engage external members of the community, if required?

Conditions of application

All approved applicants are responsible for guaranteeing the delivery of a successful event.

Successful applicants must agree to:

- Use the Geelong Design Week (GDW) logo on all event communications and promotions relating to participation in the program.
- Attend all host briefing sessions regarding Geelong Design Week.
- Provide all relevant event information to the GDW Curatorial Working Group, by the required deadline, for the purposes of developing the program.
- Be ticketed through our online Eventbrite ticketing system (even if the event is free).
- Acknowledge GDW and relevant sponsors at the start of your event.
- Encourage ticket sales through your own marketing and social media platforms.
- Complete a post-event evaluation about your event experience, providing comment on your successes and areas for improvement. This information will be shared with all event hosts.
- Notify the GDW team and issue a cancellation notice and/or refund all attendees if you cancel your event.