PROPERTIES, FACILITIES & DEVELOPMENT
BENTLEY CAMPUS
PLACE ACTIVATION INITIATIVES
Curtin University is on a journey of transformation. Our students and staff are already achieve amazing outcomes but we want to create an even more dynamic, vibrant and lively place for everyone in our local community to enjoy.

Our mission is to make our staff and students feel happy and engaged, AND for the community to feel welcome in our campus’ public spaces. We want people in the community to choose Curtin as an exciting destination to visit – somewhere to plan a walk or a game of disc golf with friends or family, where they can have fun, join a free workshop, enjoy a casual meal – experience something new.

To achieve our vision “to make Curtin a greater place” we need fresh ideas, new faces and more impact. We want a diverse range of activities to build our exciting destination, both during and outside of the core-business hours. So we need to find and work with partners who can help us stay ahead of the curve in delivering an enriched place.

An example of Curtin’s dynamic leadership is reflected in the huge amount of construction taking place at the Bentley Campus. This activity is the first part of a program to transform the campus into the University of the future. This transformation will see our campus become a place where people not only study, but live, work and play. We are building incredible research and learning facilities along with accommodation, transport and entertainment precincts, to create an exciting place that will be alive all year round.

Bentley Campus will be known as Greater Curtin, set to become the State’s most exciting amalgamation of bright-minded research, teaching and learning, entrepreneurial incubator commercialisation with residential and retail offerings, encompassed in a purpose-built 24/7 innovation precinct.

Big things are happening at Curtin.
Our aim is to find new and imaginative ways to curate Curtin’s public spaces so that people want to stay longer on campus and the wider community considers Curtin as an intriguing and experiential destination.

Our place activation objectives are listed below and need to be considered and achieved through proposed initiatives:

**Sustainable Futures**
Install equipment and “cool” things for people to enjoy in their own time, in their own way that improves the public spaces to make Curtin’s public spaces more fun, active and interesting now and into the future.

**Connected**
Engaging with staff, students and the community by programming a diverse range of events and activities.

**People Centred**
Student engagement projects to showcase work in the public realm.

**Future Focussed**
Ensuring the successful longevity of the university by opening the door to the community.
Curtin, like any other university campus, founded its base on classrooms and lecture theatres with its public spaces between the buildings coming second. The public space on the Bentley campus contained many underutilised and empty places and this needed to change. A dedicated Curtin Place Activation team has worked hard to make the campus a more vibrant and pleasant place to be.

Now the Place Activation team curates activity and comfort in outdoor spaces, focussing on how these spaces can make a difference to someone’s day and make their time spent at the campus more memorable.

At Curtin you can listen to ambient music, have a laugh with a roving comedian or a stilt walker along the path, see a student painting a mural on a building and people sleeping in hammocks or studying in bean bags – while smelling great multi-cultural food cooking.

Curtin’s place activation program so far includes:
- Food trucks
- Multi-cultural Food Markets
- Entertainment and performances from different art practices
- Cultural celebration events like Mid-Autumn Festival, Eid feast
- Special events like Olympic challenge, International Day of Peace
- Activities like hula hoop classes, Zumba, yoga
- Workshops like skateboarding, circus skills, gardening
- Mural art programs
- Student work integrated learning opportunities like illustration/photography students, wall stickers
- Community engagement like film screenings, disc golf, geocaching, art walks
- Assets like bean-bags, giant games, activity sea containers

Now the Bentley campus has multiple, lively cultural hubs that connect our students and staff that we hope will welcome the broader community as we grow awareness of this ‘open campus invitation’.
We would like to hear about creative initiatives that improve life on campus in a range of ways, like ones that achieve the below but if you have a fringe idea that is outside of this, pitch it anyway.

- WOW the Curtin community with new, fresh, never before seen – FUN – BEAUTIFUL
- Create atmosphere and ambience
- Improve spaces / develop desirable locations where people want to spend time on campus
- Make more people want to spend more time on campus during core business hours, and in non-core hours
- Promote campus destination by garnering media coverage
- Measure the success and impact of place activation initiatives in relation to how many people engage, if participants’ mood and/or thoughts towards the university are positively impacted and if people are encouraged to stay on the campus for a longer duration of time due to the activation.

The Place Activation team want more creative initiatives that improve the great program happening on campus

Target and themes:
- Cultural diversity
- Health and wellbeing
- Sustainability
- Gender and age appropriate mix
- Creative interactivity and expression
Curtin has a range of public spaces that can be activated, from large grassed areas and sporting fields to small courtyards, hidden gardens, pedestrian pathways and shared streets.

Five of the most commonly programmed areas on the Bentley campus can be found online:

- The Forum
- Lower Henderson
- The Pines
- Atkinson Forum
- Wesfarmers Court

We are always on the look-out for the new, the innovative, the out of the box – so please – talk to us about alternative spots we haven’t thought of activating or better yet feel free arrange a time to visit us on campus to see the site to explore the campus!

Campus map for you to explore the other spaces on campus:
[properties.curtin.edu.au/maps](properties.curtin.edu.au/maps)
The groups described below make up some of the key market segments that Curtin wants to service and attract. More specifics about the makeup of staff and students have been put together by the Curtin statistics team and can be found on our webpage.

Place activation initiatives can focus on one or multiple groups, including new potential audiences that we haven’t even thought of.

To assist in understanding your ideas, please make sure you clearly define the targeted audience.

**STUDENTS**
- Students: 26,560 (2015 – Total)
- Bentley Campus – 26,560 *EFTSL (Equivalent Full-Time Study Load)
- Or individual people (headcount) – 38,022
- Student residents – 1,175

**STAFF**
- 4,041 (2015 – Total FTEs)
- Academic/Researcher staff – Full-time, Part-time, Casual (1,844 FTEs).
- Professional staff - Full-time, Part-time, Casual (2,197 FTEs).

**WIDER COMMUNITY**
Targeting neighbouring communities (Town of Victoria Park, City of Canning, City of South Perth), charities, business innovators and arts organisations to encourage them to visit and interact with the campus.
When coming up with ideas, please consider the delivery date and timing carefully so that you make sure that those you want to get involved, actually can! The target audience needs to match the time and date proposed for the initiative.

For example, if targeting the local community during exam periods, initiatives must be quiet and in “non-exam” locations.

If the target market is students the initiative must occur during teaching periods. You made need to adopt your concept based on a seasonal student, or an out-of-semester, target market. Although the university is a 24/7 operation, core-business hours are:

>> Monday – Friday from 9.00am to 4.00pm (within teaching periods/semesters).

The teaching periods for the 2017 academic year are outlined below:

**SEMESTER 1 2017**
- O Week: 20 Feb to 24 Feb
- Teaching Period: 27 Feb to 7 Apr
- Tuition Free Week: 10 Apr to 21 Apr
- Teaching Period: 24 Apr to 2 Jun
- Study Week: 5 Jun to 9 Jun
- Exams: 12 Jun to 23 Jun

**SEMESTER 2 2017**
- O Week: 24 Jul to 28 Jul
- Teaching Period: 31 Jul to 25 Aug
- Tuition Free Week: 28 Aug to 1 Sep
- Teaching Period: 2 Oct to 3 Nov
- Study Week: 6 Nov to 10 Nov
- Exams: 13 Nov to 24 Nov

Furthermore, special consideration will be given to initiatives that activate the campus during the following times:

>> Monday – Friday after 5.00pm
>> Saturday and Sunday – during the day or night
>> Weeks that fall outside the teaching periods that are outlined above
When determining how much money we can allocate to initiatives we will carefully consider both the quality of a proposal and its ability to meet the place activation objectives.

The available budget is capped at $10,000 per initiative.

Recognising that ideas may be so good that we can’t turn them down, the University may consider proposals outside this range at its discretion.
A PROJECT LEAD

We are looking for a Place Activation ‘Project Lead’ who can plan and manage the initiative.

The increasing complexity and challenges of our internal and external context means that the Properties, Facilities & Development department must support the transformation agendas for learning and research. To achieve this, the University requires the Project Lead to have a collaborative and cohesive team based approach that includes these attributes:

- They can adapt their style to suit the circumstance and to include varying perspectives;
- Are prepared to share their collective knowledge to benefit the University;
- Have proven ability to positively promote the image and the interests of the University when interacting with the public;
- Are committed to support management in building strong and collaborative relationships with staff, business partners and other key relationships;
- Are committed to finding opportunities to deliver high value to the University.

The Project Lead must be an experienced and senior self-starter and initiator who is accustomed to planning, persuading, coordinating, problem solving and managing relationships to meet expectations and achieve great outcomes.

The Project Lead will deliver a number of specific place activation ‘Projects’ that must be scoped, planned and then implemented. These Projects will range in complexity and timeframe.

WHO YOU’LL BE WORKING WITH

The Project Lead will report directly to Place Activation Portfolio Manager, Properties, Facilities & Development or nominated delegate. The Place Activation Portfolio Manager is Hillary Lambert.

The Project Lead will assist the Place Activation Portfolio Manager to:

- Develop and implement a durable, self-supporting and exciting programme of Projects for Curtin’s public spaces that meets all qualitative and quantitative expectations: (on time, within budget and of high quality, eg; fun, memorable and engaging)
- Identify Projects that improve the engagement and enjoyment of students, staff and community at Bentley campus
- Comply with University policies and operational procedures, including OSH.

WHO ARE WE LOOKING FOR

ONE SUPERSTAR PLEASE

Bentley Campus Place Activation Initiatives
The Project Lead will be responsible for the following tasks when delivering their proposed initiative:

- Create, manage and facilitate the entire place activation initiative after consultation with the University
- Develop the project scope and brief which will outline:
  - The Project concept and purpose
  - The indicative budget for the Project (if applicable)
  - The required timeframe to deliver the Project
  - A list of contacts to liaise with on the Project
- Identify and coordinate internal and external stakeholders
- Manage all required staff and/or sub-contractors
- Develop a risk management plan that adheres to all risk and safety requirements at Curtin University
- Provide a working budget spreadsheet and provide regular budget updates provided to the University
- Create a detailed run sheet that outlines all details of the initiative including time-line, programme, key contacts, tasks involved, etc.
- Plan and deliver a detailed marketing and communications plan that clearly identifies the target market and how and when they will be communicated with including wayfinding
- Outline and implement a measurement tool that will determine the success of the initiative in relation to the place activation objectives
- Provide all furniture and infrastructure required
- Develop an alternative plan if inclement weather occurs
- Liaise with University representatives including security and traffic management and gain all internal and external approvals
- Ensure that all required project records, including a project plan/run sheet (enabling the project/event to be replicated) are developed and handed over in a timely manner to the University upon completion of projects.
WHAT TO INCLUDE

Please include the following details in your proposal in response to the Request for Proposal:

- Detailed creative concept, outlining your initiative in response to the selection criteria
- Proposed timeline
- Budget breakdown / Fees
- Examples of previous work – description, location, time, measure of success, images
- Team background and structure
- Referee

HOW IT WILL BE ASSESSED

We use the following criteria for assessment. Please keep this in mind when preparing your proposal so that you cover off these points.

Your experience:

- Proposed team and their capacity to deliver the initiative within budget allowance and time constraints
- Demonstrate the ability to work with a wide range of teams, artists and stakeholders
- Experience in planning for diverse human activity in a single location
- Previous experience

Your idea:

- Alignment with Curtin University’s place activation objectives
- Displays innovation unique to Perth
- Value Proposition (numbers, costs, impact)
- Ensure the needs of all potential users are met
- Accessible and inclusive to a wide range of people (universal access principles)
Fees can be submitted either based on hourly rates or via a lump sum as negotiated with the Portfolio Manager Place Activation.

The Project Lead must issue the University with a valid invoice, detailing:

- If on the basis of the hourly fee:
  - Detail if fees vary for a Co-ordinator, Project Lead, and Director;
  - Details of the time spent and tasks

- If on the basis of a lump sum:
  - Invoice will state: Lump Sum (as agreed at outset of project)
  - Invoice will show breakdown of management fees and materials components.

The Project Lead is required to obtain the prior approval of the Portfolio Manager Place Activation regarding anticipated hours for both Co-ordinator and Project Leads, including when variation to agree hours and fees is perceived necessary.

No additional charges are payable except where these are set out as part of the Proposal as agreed to by the University.

The Project Lead can use University resources for other possible disbursements (e.g. printing and copying of documents, couriers etc.)

No Disbursements are payable except where this has been approved in writing in advance by the University.
When evaluating the proposals, a University Evaluation Panel will score each proposal against the criteria and may within its absolute and sole discretion accept, or not accept, any proposal on any basis whatsoever. The University also reserves the right to abort the project at any time and for any reason.

The terms of this engagement will be based on the following:

- AS4122-2010 – General Conditions of Contract for Engagement of Consultants
- The response to this Request for Proposal
- The Request for Proposal
- Curtin University policies and procedures; and
- Project specific information and requirements as applicable (to define the roles, responsibilities and deliverables to be provided by consultants).

STATUTORY COMPLIANCE

All work undertaken and delivered is to comply with any the applicable legislation.

OCCUPATIONAL HEALTH & SAFETY AND ENVIRONMENTAL REQUIREMENTS

All activity on campus must comply with the applicable Occupational Health & Safety and Environmental legislation and requirements of local, state and federal authorities, plus specific Curtin University requirements. Further details regarding the University’s site induction, work permit and general occupational health and safety requirements are available here.

TERMINATION OF SERVICES

The University reserves the right to terminate the described services or any projects arising out of the scope of services at any time and for any reason, but where practical and reasonable agrees to provide 2 weeks’ notice of termination of services.

CONFIDENTIALITY

All information contained within this Request for Proposal must remain Commercial-in Confidence.

INSURANCE

The appropriate insurance cover required for the proposal must be held and a copy provided to Curtin University’s Place Activation team.
WHERE TO SEND IT

Proposals must be delivered to tara.deans@curtin.edu.au. Proposals are required to be in electronic format.

We can’t wait to hear about your ideas for making our campus great!

REQUESTS FOR FURTHER INFORMATION

If you have any queries when preparing your proposal, please contact via email tara.deans@curtin.edu.au or phone (08) 9266 4191