

SOUTH GIPPSLAND SHIRE COUNCIL

# This Park's Alive!

## Local Artist

### Expression of Interest



Credit: Gerard Assi



**South Gippsland**  
Shire Council

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# Overview

South Gippsland Shire Council is engaging Melbourne-based artist, creative entrepreneur and internationally recognised leader in the field of participative art for children, [Jessica Wilson](#), on a project for South Gippsland Shire called This Park's Alive!.

This Park's Alive! is funded by the Victorian Government's VicHealth Growing Healthy Communities grant, proposing a groundbreaking participative art project for South Gippsland that will engage children from 8 to 11 years of age in new ways with their own local parks.

The VicHealth grant program seeks to 'support young Victorians and their families overcome structural barriers to achieve good health and wellbeing'. Specifically, the grant responds to their challenge to 'create more active, inclusive and connected neighbourhoods through sport, recreation, arts and community programs using local places and spaces'.

Over a 14 months, Jessica, in partnership with two local artists, will design a series of participatory creative workshops in four local parks that will engage children in the co-design, testing and public release of interactive digital guides. The guides will be accessed via QR codes on signage installed in the parks at the end of the project.

South Gippsland Shire Council is seeking to contract two artists to each co-develop up to two of these interactive digital experiences/artworks. The artists' project will be created to specific parks and be accessible to children self-served for free via their own (or their adult's) personal device. The artist's discipline may include visual arts, music, sound, video, gaming or theatre.

The artist will bring their own creative practice to the development of the Project, bringing it to life in collaboration with Project Director, Jessica Wilson.

The artists' projects will use creative means in any art medium to promote physical movement and imaginative responses from children. Each project should encourage children to roam and explore and/or see the park through new eyes and should take a minimum of 15 minutes for a child user to experience. The projects could take the form of a linear experience or involve chapters, branches or levels. They could take the form of (but are not limited to) hunts, imaginative world-building, interactive stories, games or tours. They should be designed to maximise the interaction and input of the users.

Each interactive experience will be constructed using existing (no-code) platforms with support available for 'add-ons' or 'hacks' to make the chosen platforms function to purpose. They can involve the use of additional 'real' materials such as paper and pens that families bring along, but due to limited capacity to restock such materials, it is preferred that ideas developed only require materials that can be found on site.

## Key Deliverables

- Co-developing one to two concepts for interactive digital experiences for children suitable to be used in the agreed parks.
- Co-building that experience using existing tech platforms.
- Enabling the participant children to create content, contribute to, and test the project ideas. Note that the number of workshops will be designed and negotiated between the artist and Project Director.

## Terms of Agreement

Commencement date – 8 September 2025.

Completion date – 31 July 2026.

Following the project delivery, the experience will be available free to the public for a period of two years.

## Resourcing

The contract fee is \$10,000 (excluding GST)(based on approximately five weeks work over a period of 10 months at times that are negotiated).

In addition to the fee the following resources are available:

- A Project Director (Jessica Wilson) to collaborate with on the development of the idea, engagement with children, and the use of the chosen digital platform to realise the project,
- A Local Coordinator to organise workshop spaces, broker relationships with schools and enlist workshop participants,
- A technical consultant to assist with research, support and advice, including on platforms that can be adapted for purpose, and research to maximise the use of those platforms.  
*Note the expectation is not that you will create custom software for this project.*
- Access to parks and hall spaces for workshops.
- Signage design, printing and installation.
- A \$1,000 budget for materials.



# Proposed Parks

1. **Nyora** RSL Playground
2. **Koonwarra** Nature Conversation Reserve
3. **Fish Creek** park at start of Mt Hoddle Walking Trail.
4. **Toora** Sagasser Park

## Potential Digital Platforms

Typeform (page-based forms that double as text guides with capacity for video and audio inserts): <https://www.typeform.com/>

Echoes (sound mapping / geo location / special audio): <https://echoes.xyz/>



# Development Stages

Stage	Work Stage	Deadline / Time Period	Detail
	Artist briefing	By end of August, 2025.	Jess meets each artist at least once before end of August.
1	Develop Draft Idea	By late September.	<p>Collaborate with Jessica to develop a draft idea in response to your allocated park's history and physical qualities.</p> <p>Collaborate with Jessica to develop early draft ideas in response to your allocated parks history and physical qualities. This will consider what the art forms and digital platform may be.</p>
2	Research with Children	<p>October 2025 to January 2026.</p> <p><i>Term 4 + late January holiday period</i></p>	<p>Research alongside children, to understand how they feel about this place.</p> <p>What do they dream of happening here?</p> <p>Workshops elements of the idea to flesh it out in a co-creation process with children.</p> <p>Confirm what the experience is, what artforms it draws on and what platform it may use.</p>
3	Build It	<p>December 2025 to March 2026.</p> <p><i>(overlapping with research phase if necessary)</i></p>	<p>Develop it.</p> <p>We build it on our own and/or co-create it with children.</p> <p>Collaborate with Jess to transfer it to the tech platform.</p>
4	Test It with Children	<p>April 2026 to July 2026.</p> <p><i>Product ready by 31 July 2026.</i></p>	<p>Invigilated or self-served, decide how to understand if its working or not and what developments might improve it.</p> <p>Possible testing with different group of kids in alternate parks.</p>
5	Release It for Public Use	Launch 18 October 2026.	<p>Ready to be accessed via the signage.</p> <p>Products tests and approved by Council before launch.</p>

## Assessment Criteria

- Established creative practice
- Capacity to collaborate and work under the guidance and direction of the Project Director, Jessica Wilson, within the project's parameters (open to collaboration and sharing of ideas).
- Ability and interest in pushing their artform into different mediums (potential for adaptability).
- Ability to manage a projects (organised and self-motivated).
- Does not need a tech background. Must be curious and able to persevere when engaging with technology.
- Interest in working with and listening to the perspectives of children.
- Must have a current Working with Children Check, a driver's licence and have access to own vehicle.
- Must hold current public liability insurance.

### *ADDITIONAL INFORMATION*

- All Intellectual Property generated by This Park's Alive! to be owned by the guest artist (in partnership with Jessica Wilson), during and beyond the duration of the project. South Gippsland Shire Council has first option to continue the use of the works beyond the contracted period and will negotiate a royalty payment to the artists.
- The experiences will be offered to the public for free.
- The experiences require each child user to provide their own device.
- Materials budgets can be expended using South Gippsland Shire Council's purchase order process, via a Council Officer.

## Submit your EOI

Click the link below to submit your EOI:

**<https://form.jotform.com/252161588931866>**

Submissions are due by 5.00pm Monday 25 August.

## About Jessica Wilson

Jessica Wilson is a creative entrepreneur and internationally recognised leader in the field of participative art for children. Drawing on her background in site-based theatre, she has a history of inventing and realising ambitious projects which are situated in new locations, and which change the way we see the ordinary world around us.

Jessica is frequently invited to tour her projects and collaborate with local artists and children on immersive walks, bus-based performances, and shared child/adult experiences. Her works are known for their production values, elevating children's creativity in high-profile public outcomes. They have been presented in prestigious festivals and venues across the world including Unicorn Theatre (London) 2025, Baboró International Festival for Children (Galway) 2023, Krokus Festival (Belgium) 2108, Greenwich and Docklands (London) 2109, Art&About (Sydney) 2020, Valmieras Festival (Latvia) 2019, Artground (Singapore) 2021, Palbok Arts Centre (Korea) 2023, Redmoon Theatre (Chicago) 2008, The New Victory Theatre (NY) 2012, and Les Coups de Théâtre (Montreal) 2010.

Jessica is the founder of Child Nation, an interactive platform that engages children imaginatively with the real world around them. In the start-up ecosystem she is celebrated because she developed Child Nation into a viable business when it is constructed entirely of 'hacked' no-code Typeforms.

Jessica has a passion for enabling creativity for children in open spaces (such as public parks), as an antidote to the loss of child independent mobility and a way to give kids more permission to interact with their surroundings.

[www.jessicawilson.com.au](http://www.jessicawilson.com.au)

