

WYNNUM CREATIVE SPACES

A joint venture of WynnumCentral and Wynnum & Districts Chamber of Commerce
PO Box 472 Wynnum QLD 4178
07 3040 1972 admin@wynnumcentral.com.au



Expression of Interest

Overview

Wynnum Creative Spaces is calling for creative initiatives to activate empty spaces in the Wynnum central shopping area in 2015. We seek people with initiative wanting to take full advantage of the opportunity to join us in making Wynnum Creative Spaces a success.

Who should get involved?

Wynnum Creative Spaces is interested in supporting a diverse range of projects and enterprises from across the arts and creative industries. The spaces we have available are constantly changing, but may include street level shopfronts and offices as well as large open plan spaces and small lockable offices on the level above.

- If you are a maker of fashion, jewellery, homewares, millinery, art objects, toys, kids clothes, trinkets or other fantastic things, or a creator of prints, photography, illustration, sculpture, painting, textiles or other art...
- If you are an emerging creative industries professional looking to take your enterprise out of your bedroom to work in close proximity to other creatives ...
- If you are a small collective of emerging creative professionals with diverse practice but shared vision wanting to make your own hub in a shared office space...
- If you want to run a gallery or exhibition space for yourself or a collective of artists...
- If you have a low impact small scale creative practice suited for a clean office environment eg architecture, interior design, electronic music, independent publishing, photography, design, fashion, video, animation, digital media etc...
- If you teach creative skills or run a creative community/not-for-profit project or organization which would otherwise not have access to space...

Or if you have other ideas for utilising a space in a creative and innovative way, we'd love to hear from you. If you're still not sure you 'fit', run your proposal by us. We're really open to 'out of the box' ideas, and would love to see applications for projects we would never have imagined ourselves.

Important Information

Successful applicants will be party to a 30 day rolling licence agreement. This means that should a property be leased or sold, projects will need to vacate the premises within 30 days.

Accepted creative initiatives will pay a small participation fee of ~\$50/week. This covers public liability insurance and basic maintenance costs for the space. The creative initiatives will also be responsible for outgoings (electricity and water), any costs incurred in preparing the space for use and other appropriate insurances such as contents insurance or products liability.

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Due to licensing issues we cannot accept applications for food related businesses, enterprises that intend to sell alcohol or performance or live entertainment venues.

Wynnum Creative Spaces does not accept applications from retailers of mass produced products or other people's designs (unless you are a maker too).

We are looking for projects that make ongoing use of spaces. Generally speaking, if you are after a space for a one-off exhibition, for a few hours a day or for a series of classes or workshops we would encourage you to look into other options as we don't have the resources to administer this kind of usage. However we'd recommend you get in touch with us to discuss the project.

Wynnum Creative Spaces doesn't own or control any properties. We cannot help you to access a specific space, just the spaces property owners have made available to us. You cannot live in a Wynnum Creative Spaces property.

Selection Criteria

The Wynnum Creative Spaces Board of Directors will consider the following five questions in assessing your proposal:

1. Does the applicant create original products and/or support local makers?

Applicants must make the things they sell, or support other local makers. You might already sell online or at markets, have a body of work ready to show, or operate a small business from your home. Wynnum Creative Spaces is about getting the best of Wynnum out on display. In all instances we are looking for enterprise that won't compete directly/unfairly with existing business.

2. Will the project add life to the area?

The whole point of Wynnum Creative Spaces is to activate spaces. We are looking for projects that will bring people to our suburb, which will be open most of the time and will generate positive experiences. Projects which are publicly accessible need to have set hours and be open more than they are closed (some exceptions apply, depending on location). Not all enterprises need to be open to the public, however from time to time you will be required to participate in promotional activities such as open house events or tours. You need to use the space to its potential (not just for a few hours a week).

3. Is the proposal clear and professional?

We have a limited number of spaces available so we will preference people who are serious about what they are doing and have a very clear idea of what they are trying to achieve. A shopfront is not a great place to try out a new career - our spaces are more suitable for people who are trying to take what they already do to the next level. The more fully you demonstrate that you know what you are doing and why you are doing it, the easier it is for us to get behind it.

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4. Is the project ready to go?

Once a property is matched to your idea there is a very tight turnaround to get into the space (to maximise the 30 day notice period). You may only have a couple of weeks to fit out and get your space open. Taking on a shopfront space can be a major commitment. Wynnum Creative Spaces will only support proposals from creatives who are ready to take that step. Ideal projects are ones where it is the logical next step based on what you've already been doing.

5. Do we have a space suitable for the project?

No matter how much we like your idea, if we don't have a space to suit your project we won't be able to accommodate you. We will however, hold EOIs on file for when new properties become available.

Application process

1. Read the Frequently Asked Questions (below) thoroughly.
2. Submit your application.
 - a) Complete the application form and email (Word or PDF format) to Wynnum Creative Spaces
 - b) Attach support materials to your email to enhance your proposal. Applications without support material won't be considered.

Applications will be assessed by the Wynnum Creative Spaces Board of Directors. Applicants with proposals that best fit available properties will be interviewed. A list of applicants that pass the interview stage will be supplied to property owners to select the initiative they want to see in their property.

All applicants will be notified whether they are successful in due course. Please make sure you take the time to think through your ideas thoroughly before putting a proposal to us.

If you would like to discuss your idea with someone before submitting the application please email us.

Frequently Asked Questions

Why did we start Wynnum Creative Spaces?

Wynnum Creative Spaces was formed in 2014 in Wynnum as a joint venture between WynnumCentral (www.wynnumcentral.com.au) and the Wynnum & Districts Chamber of Commerce (www.wynnumchamber.org) as a direct response to the high number of empty shop premises in Wynnum central (at time of writing 12 empty shop units in Edith Street, 25 in total in the central shopping area). It is based very closely on the immensely successful Renew Newcastle project (www.renewnewcastle.org) and we are affiliated with the Renew Australia program. The overall objective is the revitalisation of the central

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shopping area in Wynnum. We are also grateful to Moreton Spaces, a similar project running in Redcliffe and surrounding areas, for their guidance, support and encouragement. Wynnum Creative Spaces is also a recipient of funding from the Lord Mayor's Suburban Initiative Fund.

Why creative enterprises?

Wynnum Creative Spaces will support creative enterprises that make what they sell and/or support other local makers. These types of enterprises are often unable to pay commercial rent but draw people to their shops by offering unique, local products that don't compete with existing businesses.

Creative enterprises will also be expected to add to the animation of the Wynnum CBD by hosting participatory events such as workshops, product launches and showcases. We expect participating enterprises to make themselves as accessible to the public as practicable, this means operating the hours they have agreed to and participating in promotional activities such as open studio showings, or office tours.

How does Wynnum Creative Spaces select projects?

When we receive applications, Wynnum Creative Spaces weighs them up against the selection criteria. We compare them to other applications we have received and to properties that might be available. No matter how good a project is – if we don't have a suitable property we are not in any position to do anything about it.

Wynnum Creative Spaces prioritises proposals based on how ready they are to proceed and how achievable they are. We also look for projects that will make the best use of any given space and that projects located near each other are complimentary and not incompatible.

The applications will be assessed by the Wynnum Creative Spaces Board of Directors, who collectively have experience in the arts, real estate, law, business and marketing and public relations.

Shortlisted applicants will then be interviewed. The interview helps us gauge suitability for the initiative and is an opportunity to discuss any concerns, or aspects of the proposal that may need 'tweaking' to work. Recommended projects will then be passed onto property owners for approval.

How long does Wynnum Creative Spaces have properties for?

The Wynnum Creative Spaces default licence agreement is based on accessing the property on a rolling 30 day basis. This means that property owners can give 30 days notice at any time should they receive a commercial offer or need to proceed with development. This enables the property owner to provide the property without sacrificing potential commercial returns and is the primary reason we are able to offer you access to a property rent-free.

It is inevitable that projects will be given notice to vacate. When that happens Wynnum

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Creative Spaces will work with projects to find new sites but this cannot be guaranteed – it depends if we have a suitable empty space available at the time. For this reason projects are advised to plan on the basis of a rolling 30 day period of use by not ‘over-investing’ in particular properties with expensive or time consuming fit outs and keeping in mind that the trade-off for not paying rent is accepting this insecurity.

How much do properties cost to use?

Wynnum Creative Spaces will charge each enterprise ~\$50/wk to help cover the cost of public liability insurance, promotional activities and basic maintenance (so we can keep properties in working order without bothering landlords for trivial maintenance issues). Participants are also responsible for the cost of any fitout, outgoing on the property (water and electricity) and any other required insurances such as contents.

That said, all Wynnum Creative Spaces agreements have reviews built into them. If your enterprise ends up turning over good money we’d expect you to move towards paying commercial rent directly to the property owners when you can afford to. Our aim is to nurture projects that eventually don’t need our support.

What if I already have a business, can I move it to a Wynnum Creative Spaces site?

If you already rent a property in the area, no. Projects that involve relocating from an existing commercial space in the Wynnum central area to a subsidised one are ineligible. It is very important that Wynnum Creative Spaces doesn’t undermine existing businesses or existing commercial tenancies.

We seek to improve conditions for local business – we don’t want to make things worse! If you are running a creative endeavour from home or are a local, running a creative enterprise outside of the area we’d love to hear from you. Whilst applications from Wynnum residents will be prioritised, we are also open to receiving applications from creatives living outside the area.

Can I propose a short-term use or do I need to take over a shop for a while?

Wynnum Creative Spaces will generally prioritise proposals for medium (a few months) and long term (ongoing) uses of space. Medium and longer term uses contribute to the ongoing animation of an area and are much easier for us to facilitate. For example, it is much easier for us to make a building available to a group or individual that wants to run a gallery and have the gallery organise a series of exhibitions than it is for us to offer multiple short-term spaces for single exhibitions managed by different people.

We do expect that we may sometimes have access to properties that are only available on a short term basis or for which there are no long term uses, in which case, we may offer temporary access for appropriate projects. We will accept applications for short term (a few days or weeks) projects, but these won’t be prioritised in the assessment process.

Can I use a Wynnum Creative Spaces property to start a commercial business?

Yes, providing it’s a creative or cultural enterprise of some kind (we take a pretty open view of what that means, so try us if you have an idea). We don’t mind if you try to create an

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ongoing business out of your Wynnum Creative Spaces project – we actually encourage it. Just remember that your enterprise can't be directly competing with existing businesses. Our priority is to encourage original creative projects and community initiatives.

For example, if you wanted to open a fashion retail store then we would need to be convinced that your shop wouldn't take business away from other retailers. In most cases original works or products – things that you have made yourself – don't compete with these existing retailers. So, if you make original clothes, or bags, or jewellery and you have no retail presence then we would strongly encourage you to apply – you're exactly who we are looking for.

Whilst we don't expect all initiatives to become commercially viable businesses, we hope this will be one of the outcomes. As well as supporting creatives, animating spaces and encouraging new ideas, Wynnum Creative Spaces aims to stimulate the local economy, by incubating viable businesses that contribute in an ongoing way to the life of the suburb.

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Wynnum Creative Spaces EOI – Application Form

Contact Details (for the main person to speak to about this proposal)

Name _____

Organisation/Group/Collective Name _____

Postal Address _____

Email _____

Phone _____

NB Please adhere to the requested word limits on each question, if we need more information we will ask for it at a later stage.

About You

Who are you? What do you make? What you have been working on to bring you to this point? Brief background on you. What do you do? What do you make?
(100 words max)

Is there anyone else directly involved with delivering your project?

List your other team members here - name, role, brief background (max 25 words per person)

Why do you want to be involved with Wynnum Creative Spaces? Tell us why, at this stage, it is important for you/your project to access space. (100 words max)

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Your Proposal

What would you like to do with a space?

Project Name / Business Name _____

Which best describes your project?

Shop Exhibition Space Office Studio Other _____

In 25 words or less provide a clear, simple summary of your proposal eg "office for an electronic music record label" or "a studio workspace and showroom for local printmakers"

What are you proposing? Here's where you explain the things you will do in your space.
(100 words max)

Any other specifics you would like us to know about at this stage? (100 words max)

Availability

Remember that Wynnum Creative Spaces is about ACTIVATING underused spaces through usage and visitation. We need you to use the space to its potential.

When could you start in a space? (25 words max)

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If you are proposing a space that will be open to the public, please provide your proposed opening days and times, how many days per week etc (50 words max)

If you are proposing a space that won't be open to the public, but from which you will work and/or see clients, please provide an indication of your intended time usage eg days and times or how many days or hours per week etc (50 words max)

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Support Material

Please read the guidelines for support materials below. Please list here any support material you are providing and/or links to support material available online:

Please email your completed application form as a Word document or PDF file, along with any support material to admin@wynnumcentral.com.au

Guidelines for Support Material

Support materials help tell the story of you and your business, your arts practice, or of demonstrating your history as a person who has initiative. We are trying to get a feel for your capacity to deliver the project you are proposing, how ready you are to take on a space and how your project might work in a property.

How do I submit support materials?

All applications, including support material need to be emailed. This enables us to easily share your proposal with our board and property owners. Please list all support materials above and attach any files to the same email as your completed application form.

What kind of support materials should I submit?

- CVs – No more than two pages each about yourself and any partners.
- Images – Please collate all images into one document (Word/PDF). Your document should be no more than five pages long and a maximum of 5MB. Alternatively you can send us a link to a Flickr folder or a Pinterest board. Appropriate images might include: examples of your work, the products/artwork you plan to sell/exhibit, reference images that show us the kind of space you hope to create eg images of shops, offices or galleries that will inspire your style or layout.
- Video - Don't upload video files – instead send us a link to a YouTube or Vimeo hosted file.
- Links – to relevant online portfolios, blogs or websites of yourself, project partners or creatives that your project will be working with.
- If we need more materials we will ask for them.