



# Project Brief

Tender for contract services

Old Observatory short film

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Submissions close 5pm Friday 19 August 2022

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### Author:

This project brief was prepared by an officer of the National Trust of Western Australia

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## Introduction

The National Trust aspires to awaken the community to the value of heritage. It is a statutory authority that works under an Act of Parliament, and is also recognised as a not-for-profit, community-based organisation and a registered charity. The National Trust works both for government and for the community.

The National Trust of Western Australia acknowledges its properties are situated on Aboriginal land across the state and recognises Aboriginal people remain the cultural and spiritual custodians of their land and continue to practise their values, languages, beliefs and knowledge. The National Trust is committed to working with Aboriginal people to ensure these practices are recognised and included in the conservation and interpretation of its properties and Aboriginal people are consulted and involved in the development of its projects and programs.

## Background

The National Trust of Western Australia seeks expressions of interest from suitably experienced filmmakers to produce a short film to mark the 125th anniversary of the Old Observatory. The film is funded by Lotterywest as part of the Western Australian Heritage Festival.

The Old Observatory is located at 4 Havelock Street, West Perth. It was originally built as the residence for the Western Australia's Government Astronomer and the offices for the observatory. In its grounds were the astronomical and meteorological instruments that were removed and demolished in the 1960s to make way for a new, modern government building: Dumas House. The residence was spared the wreckers' ball and was later used to house government departments.

Today it is the central office for the National Trust of Western Australia. As a place of business, the Old Observatory is not opened regularly to the public; however, guided tours are occasionally run by volunteers for special events, such as the Australian Heritage Festival. These tours are always popular as people are particularly interested in learning more about this special heritage place.

2022 marks 125 years since the completion of the building, which was designed by the architect responsible for many of Perth's civic buildings, George Thomas Temple-Poole. To celebrate this anniversary and provide an opportunity for more people to see behind the scenes of one of Perth's heritage gems, the National Trust is commissioning a short film to act as part mini-documentary, part virtual walkthrough.

It is not anticipated that further primary research will be needed to prepare the film content as there are a number of documents held by the National Trust that provide the necessary information, including historic photographs, conservation and interpretation plans and property brochures.

However, new footage, photographs and recordings will be required to add texture and insight to the finished product.

## Project goal

The National Trust wishes to provide a well-considered short film that will contribute to people's understanding of the heritage values associated with the Old Observatory. Through connecting audiences with stories it is possible to reveal unexpected insights into a place and its people that many have not previously considered or otherwise take for granted.

Rather than a traditional documentary featuring 'talking heads', the National Trust anticipates this film will use voiceovers and narrative to provide background and insights, while focusing on photographs and visual

elements of the Old Observatory, as well as the changes around its location, and the role of science and astronomy in Western Australia. It should also act as a virtual walkthrough to provide access to one of Perth's valued heritage places that is rarely open to the public, using drone shots, external photography and, potentially, time-lapse photography of the night sky to establish a sense of place and purpose.

In addition, the National Trust requires updated photographs of the Old Observatory for general marketing purposes. Any photography shoots arranged for film content should be planned in consultation with the marketing team to ensure all needs are met.

The Old Observatory short film will support the National Trust's work in communicating the values of its places and increase community engagement. The finished product will be accessible on the National Trust website, promoted across social media and launched with a screening event at the Old Observatory.

Further discussions around style and highly regarded examples of other work we wish to inform this film will take place with the successful applicant.

Please note, this film focuses closely on one location so travel requirements will be minimal.

This project is a key deliverable for the Western Australian Heritage Festival 2022, supported by Lotterywest.

## Project scope

The contracted filmmakers will:

- Deliver a 5–10 minute film that celebrates Perth's Old Observatory (residence) and reflects on the site, specifically
  - its significance to the Whadjuk Noongar people
  - why it was chosen as an observatory site
  - the role of science in nineteenth century colonial Perth
  - changes brought by growth and development of the city
  - how the building has been used and viewed since its repurposing.
- Liaise with National Trust staff and use provided existing historical resources – such as photos, information, plans – to prepare a script that tells the stories of the residence and original observatory.
- Be responsible for sourcing music, talent and conducting interviews.
- Present final script and storyboards for discussion and approval by National Trust staff before undertaking final filming and editing.
- Undertake necessary interviews to provide background or stories, for example, with a Whadjuk Elder to explain the significance of and enduring connections to the area and a former public servant who worked in the building in the 1970s.
- Use new footage to provide a 'walkthrough' for viewers of a location that is rarely open to the public, including
  - interpretation and interiors
  - recent exterior conservation works
  - contextual footage to provide a sense of place, for example through footage taken from the roof tower or via drone
  - Time-lapse photography of the night sky
- Produce and edit to a professional standard, including music and all graphics.

### Core deliverables

- 5 –10 min video in HD and SD for uploading to the internet
- 3 video grabs for promotion – duration to be determined
- 10 high quality still images of location/building
- Audio file of video

### Project timing

This project will commence as soon as possible on appointment and will be due for completion by 31 October 2022.

### Insurance requirements

The contracted filmmakers are expected to hold Professional Indemnity Insurance to the value of \$1 million and Public Liability Insurance to the value of \$10 million.

### Key references

- [WA Government Accessibility and Inclusivity Guidelines](#)
- [National Trust Access and Inclusion Plan](#)
- [National Trust Reconciliation Action Plan](#)

### Project budget

The fee for the project, including research and all disbursements, will not exceed \$10,000 ex GST. Submissions should itemise expenditure of the various elements against this budget.

Invoicing will be according to the achievement of the agreed milestones.

Hourly rates will be applicable for agreed additional work that is outside the project scope if required.

### Copyright and confidentiality

Copyright of all original material prepared during the course of these projects will remain with the National Trust of Western Australia. Sharing or distribution of any findings of the projects must receive prior written permission from the National Trust. Permission to use already copyrighted material must be obtained and appropriately acknowledged.

### Form of contract

National Trust short form contract for consultancy/contract services. NOTE: Payment terms are 21 days from acceptable completion of work being invoiced.

### Selection Criteria

Submissions must be limited to 10 pages and will be evaluated against the following criteria:

1. Demonstrated relevant experience including credentials and expertise of key personnel..... 50%
2. Understanding of the tasks and outcomes, response to the brief and proposed approach to the project ..... 50%

## Information required for lodging submissions

The following details must be included within the submission:

- Name of the lead contractor and sub-contractors, business address and relevant contact details
- Details of services offered
- Itemised fee including travel and other disbursements
- Details addressing the selection criteria
- Hourly rates for any additional works outside the agreed scope
- Names and contact details of three referees who have had recent dealings with the company
- Level of insurance(s) and name of the company that holds the policy

## Submissions

All submissions should be clearly marked 'National Trust of Western Australia Old Observatory short film 2022' and submitted no later than 5pm Friday 19 August 2022 at the following address:

National Trust of Western Australia  
The Old Observatory  
4 Havelock Street  
WEST PERTH WA 6005  
Email: [trust@ntwa.com.au](mailto:trust@ntwa.com.au)

Email proposals received by the nominated closing date and time will be accepted provided that they are completed, signed, legible and include all necessary information required to be submitted as part of the proposal.

### **Project Manager**

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Marketing and Events Officer  
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