

ATTACHMENT 1:

BACKGROUND:

Funding for a community suicide prevention campaign has become available through the Brisbane North and Brisbane South Primary Health Networks (PHN's). It's being developed with consultation across the diverse LGBTI communities of Brisbane North PHN & Brisbane South PHN areas of coverage. The idea of commissioning a piece of art to use on some, if not all campaign material is to demonstrate the coming together of our diverse communities on this important issue.

The artwork is only one component of a campaign that may be used and/or incorporated with other graphic design elements of an ongoing Australian campaign which we be reproduced on a global basis.

This creative campaign shares the Roses in the Ocean definition of lived experience of suicide as *having experienced suicidal thoughts, survived a suicide attempt, cared for someone through a suicidal crisis, or been bereaved by suicide*. Any clinical references are generally based upon the lifespan model which can be found at:

<https://www.blackdoginstitute.org.au/research/lifespan>

WHO WILL THE CAMPAIGN TARGET?

Age groups from 18+ in the diverse LGBTI, Sistergirl and Brotherboy communities who live, work or study in the Brisbane North & South PHN regions outlined below:

Brisbane North PHN Geographic Areas

The Brisbane North Primary Health Network includes, but is not limited to, the following locations: Aspley, Bongaree, Brisbane, Burpengary, Caboolture, Chermside, Enoggera, Indooroopilly, Kilcoy, Moggill, Mount Glorious, Petrie, Redcliffe, Samford, Strathpine, Toowong (see full Brisbane North map on following page)

Brisbane South PHN Geographic Areas

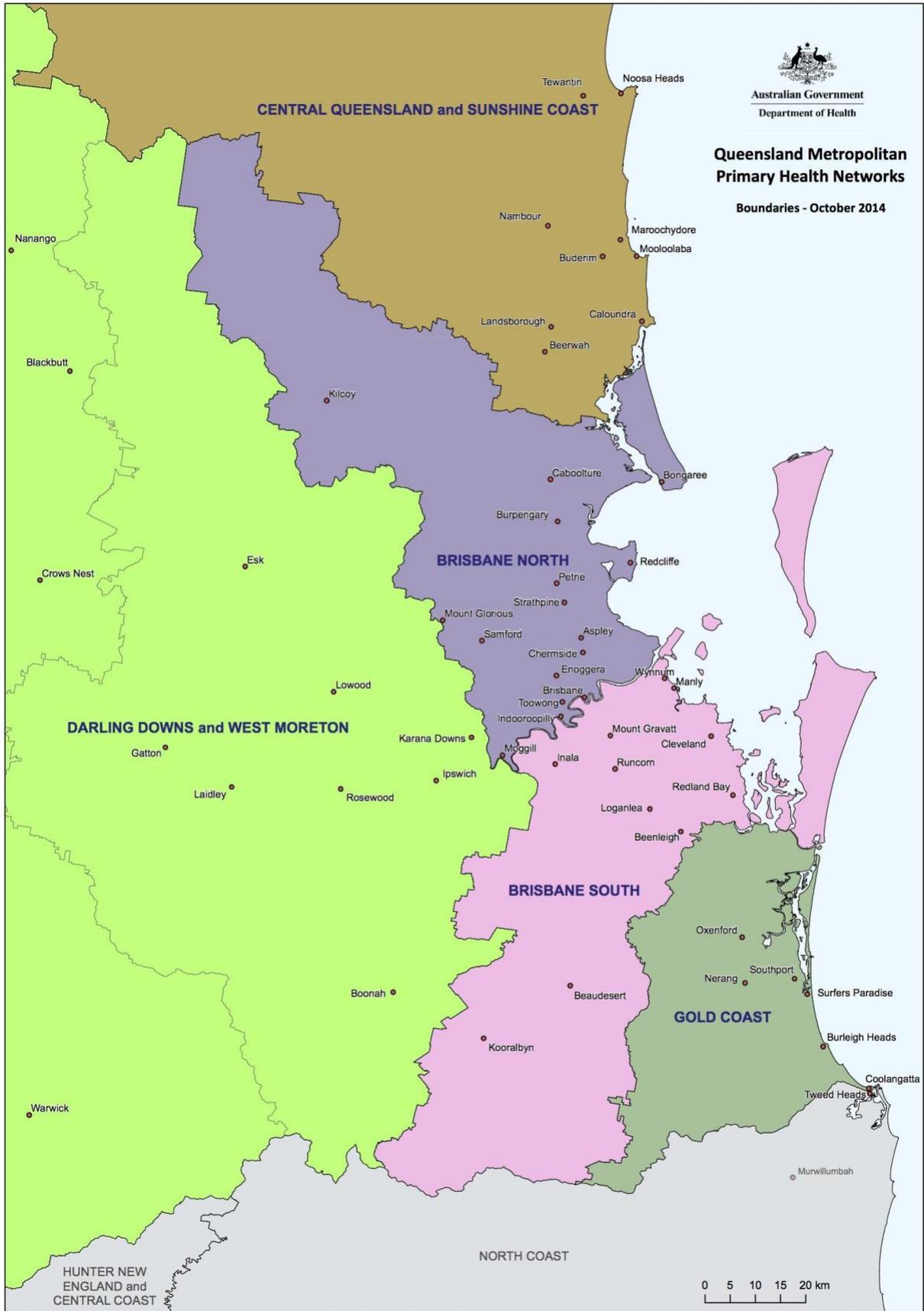
The Brisbane South Primary Health Network includes, but is not limited to, the following locations: Beaudesert, Beenleigh, Cleveland, Inala, Kooralbyn, Loganlea, Manly, Mount Gravatt, Redland Bay, Runcorn, Wynnum (see full Brisbane South map on following page)



Australian Government
Department of Health

Queensland Metropolitan Primary Health Networks

Boundaries - October 2014



TERMS AND CONDITIONS:

By accepting to enter the competition each participating artist agrees to be bound by the following terms and conditions of entry:

1. The artwork must be the artist/s own response to a part or all of the Primary Message: Talking can make it better.

OR

2. Secondary Message: Here's how to start the conversation.

All participating artists state that:

They identify as a member of LGBTI, Sistergirl and Brotherboy communities who live, work or study in the Brisbane North & South PHN regions.

The artwork submitted is original work;

The artwork submitted has not been the recipient of a major prize before; and they have not charged or otherwise encumbered the work nor given any assignment inconsistent with these terms and conditions.

Collaborations and group entries are encouraged

All entries will be viewed and judged by the National Suicide Prevention Trial LGBTI Steering Group

Chance plays no part in selecting the winner.

The artist acknowledges that their artwork may be copied or reproduced for the purposes of judging the competition.

Where a participating artist is under the age of 18, the artist's adult parent/guardian must complete an Entry Form by stating their own name on behalf of the name of the artist to indicate their agreement with these terms and conditions on behalf of the artist.

Artwork should be no smaller than A4 or larger than A1 (594mm x 841mm) and should not be framed or mounted behind glass.

No correspondence about the decision will be entered into.

Property rights in all submissions, including the winning artwork, will remain with the artist or Entrant except as provided by these conditions.

By signing a completed Entry Form, submitting an artwork and accepting the award offer, the winning artist:

- grants to the Queensland AIDS Council or a permanent, royalty-free, worldwide, irrevocable, ongoing, non-exclusive licence (including a right of sub-licence) to use, reproduce, communicate, broadcast, publish, distribute, adapt, modify the winning art work in all media of expression now known or later developed and in all languages, for any purpose specified in these terms and conditions.
- agrees that the Queensland AIDS Council may publish and use in any way and in any other material in which the artwork is used or reproduced, any personal information provided by the winning artist in connection with their entry including, but not limited to, the winning artist's name, age, community and State/Territory of residence; and
- warrants that at the time of accepting the award offer there is no cultural or religious reason or any other impediment that prevents the winning artwork from being exhibited, published or reproduced.

The purpose in using the winning artwork is limited to the following purposes, and anything incidental to such purposes

- being used as part of images in social media (i.e. Facebook, Instagram, Twitter etc);
- being used in any Campaign Launch or Award Ceremony Program;
- being used in the Campaign Launch or Award Ceremony Program room theming (i.e. projection, screens, staging etc.);
- being used in ongoing marketing and promotional collateral ; and
- being displayed in a public place.

The artwork may be used in the following manner (including but not limited to):

- displayed in public places (i.e. offices, libraries, schools, shopping centre etc.);
- incorporated onto local event flyers;
- displayed on social media pages and websites;
- providing black and white templates (for colouring in) to educational institutions to promote a positive awareness of this campaign

Requests for permission to reproduce the winning entry should be directed to:

Rebecca Reynolds
Chief Executive Office
Queensland AIDS Council
PO Box 1372 Eagle Farm BC QLD 4009
OR
RReynolds@quac.org.au

Any reproduction must acknowledge the original artist of the winning artwork and the Queensland AIDS Council

All entries must be received by 5:00pm AEDT Friday 1st February 2019.

The artist whose work is selected for use with the campaign will be remunerated the sum of **\$5,000 AUD**.