AWAKEN Creative Practice Framework

Purpose
AWAKEN supports creative practitioners to explore ambitious ideas, emerging technologies and diverse forms of public engagement. This framework outlines the principles that guide participation in the program and reflects our commitment to ethical, inclusive and responsible practice.

Relationship to ECU Frameworks
AWAKEN operates within the values, policies and standards of Edith Cowan University (ECU). Creative practitioners participating in the program are expected to conduct themselves in a manner consistent with:

- ECU's Values of Integrity, Respect, Rational Inquiry, Personal Excellence and Courage
- ECU's commitment to equity, diversity and inclusion
- ECU's policies relating to harassment, bullying and discrimination
- ECU's commitment to disability access and inclusion
- ECU's commitment to cultural safety, reconciliation and respect for Aboriginal and Torres Strait Islander peoples and cultures
- ECU's principles relating to privacy, wellbeing and respectful conduct

Where appropriate, creative practitioners should familiarise themselves with relevant ECU policies and guidelines.

A Framework for Creative Practice
Drawing on ECU's values and commitments, these principles articulate what responsible and inclusive creative practice looks like within the *AWAKEN* program. They are intended to guide practitioners as they engage with collaborators, communities, audiences and emerging technologies.

AWAKEN creative practitioners:

- **Create with Integrity**
  Work ethically, honestly and professionally. They acknowledge collaborators, communities and sources, respect intellectual property, and communicate openly and responsibly.

- **Create with Respect**
  Foster welcoming, inclusive and culturally safe environments. They value diverse perspectives, lived experiences and ways of knowing, and treat all people with dignity and respect.

- **Create with Excellence**
  Demonstrate high standards of artistic practice, professionalism and collaboration. Honour commitments, contribute constructively to the program, actively support the success of peers, and strive to create meaningful experiences for audiences and communities.

- **Create with Courage and Curiosity**
  Explore ambitious ideas, embrace experimentation and remain open to learning. Take creative risks responsibly while engaging thoughtfully with new perspectives, technologies and possibilities.

- **Create for Inclusion**
  Strive to ensure their creative processes, experiences and outcomes are accessible and inclusive wherever possible. They recognise that equitable participation strengthens both artistic practice and audience experience.

- **Create with Responsibility**
  Consider the social, cultural and ethical implications of your work. Engage thoughtfully with communities, protect privacy and confidentiality, and use emerging technologies, including artificial intelligence, in ways that are ethical, transparent and respectful of creators, participants and audiences. Recognise the potential physical, emotional and psychological impacts of creative experiences, and design work that prioritises safety, wellbeing and informed participation. Consider how your project may shape perceptions, influence conversations and affect different audiences, seeking to contribute positively to communities and public dialogue.

- **Create Responsibly with Technology, AI Transparency and Data Ethics**
  Recognise that technology is not neutral. Consider how digital tools, algorithms and immersive systems may influence people, communities and culture, and make design choices that promote fairness, transparency and human-centred outcomes. Where artificial intelligence and other emerging technologies are used, be transparent about their role in the creative process and consider issues of bias, authorship, consent and attribution. Respect the privacy, data rights and informed consent of participants and audiences, particularly in projects involving digital interaction, data collection or immersive technologies.

- **Create with Cultural Awareness**
  Recognise the continuing connection of Aboriginal and Torres Strait Islander peoples to Country and respect Indigenous knowledges, stories and cultural expression. Engage in cultural consultation and collaboration appropriately and respectfully, acknowledging the importance of cultural authority, protocols and permissions.

- **Create Collaboratively**
  Build respectful and constructive relationships with peers, mentors, partners and communities. They value shared learning, acknowledge contributions and recognise that collaboration can strengthen creative outcomes.

- **Create Sustainably**
  Consider the environmental impact of creative processes, technologies and production choices. Seek opportunities to minimise waste, use resources responsibly and contribute to more sustainable creative futures.

Applying the Framework
AWAKEN encourages experimentation, risk-taking and exploration. These principles are not intended to limit creative expression, but to support thoughtful decision-making as practitioners engage with new technologies, diverse communities and public audiences. They provide a foundation for creative work that is ambitious, inclusive and responsible, while supporting a culture of respect, collaboration and excellence. Exhibition and presentation opportunities are subject to alignment with this framework and ECU's values, policies and legal obligations. ECU reserves the right not to exhibit or present work that does not meet these requirements.

Participants are responsible for the views, opinions and creative content expressed through their work and related communications. Unless expressly authorised by ECU, participants must not represent themselves as speaking on behalf of ECU, and any views expressed are their own and do not necessarily reflect those of ECU.

While ECU will make reasonable efforts to support project development and presentation, participants acknowledge that technical or operational issues beyond ECU's reasonable control may affect the delivery, exhibition or presentation of creative work.

A Shared Commitment
By participating in *AWAKEN*, creative practitioners contribute to a creative community grounded in artistic excellence, innovation, equity, inclusion and cultural diversity. Together, participants help create a respectful and collaborative environment that supports experimentation, creative growth and the exploration of new possibilities in digital immersive art.

This document reflects information available on 10 November 2026 and is subject to review and update.