

# First Nations Mural – Artist’s Brief

*Public art in Oakleigh*

## Artist’s Brief

### Background

Monash Council is seeking Expressions of Interest (EOI) from First Nations artists to design and implement a First Nations themed mural on an existing wall of the Atkinson Street multi-level car park (129-133 Atkinson Street, Oakleigh).

The First Nations Mural Artist’s Brief contains detailed information on the project, installation, community engagement and commissioning process.

### Artwork objectives

The mural aims to:

- celebrate First Nations culture
- foster community pride, and a sense of belonging
- provide a welcoming and fitting gateway to the vibrant Oakleigh Activity Centre
- improve community safety and reduce tagging and bill posting.

### Oakleigh background

- Oakleigh is located in the west of Monash and is surrounded by the Hughesdale, Chadstone, Mount Waverley, Oakleigh East/Huntingdale and Oakleigh South precincts.
- Oakleigh is proud of its village atmosphere, with retail and hospitality outlets that include delis, specialty food stores, cafes and restaurants.
- Highlights of Oakleigh include Warrawee Park, Oakleigh Library, historic Oakleigh Chambers, Oakleigh Service Centre, Pioneer Cemetery and Eaton Mall.
- Oakleigh has a strong Greek cultural influence. Almost 50% of Oakleigh residents speak a language other than English at home, with Greek being the most popular language spoken at home (13%).

### Mural budget

The mural project has a budget of up to \$45,000 (including GST).

This fee is to cover all associated costs of materials including anti-graffiti cover, equipment, artist fees, and attendance at two community engagement sessions. Council may request the artist to be available for video documentation and media opportunities. No extra fees are applicable for media activities.

### **Wall specifications**

- The commission comprises the design and implementation of a mural of approximate length and height of 16 metres x 7 metres.
- The wall is made up of coloured precast panels with a broom finish, and grooves between each panel.
- Base preparation prior to painting should be considered to maintain an excellent coverage. All paint materials and anti-graffiti coatings used need to be high-quality products for its durability and longevity under exposure to sunlight.

### **Access to the wall**

The car park adjacent to the wall is a private car park, owned by 61 Atherton Road, Oakleigh.

With Council's assistance, the successful artist will need to liaise with Council and the business regarding installation of the mural. The business requires vehicle access to a roller door in the east-west corner and pedestrian access to a wooden gate at the western end.

### **Mural maintenance and lifespan**

The expectation is that the mural should last for at least 5 years. The materials chosen should meet current industry standards and be durable, high quality, colour fast and low maintenance to ensure the expected lifespan. An anti-graffiti sealer is to be applied to the finished mural. Maintenance and/or retouching will be required for a one-year period from date of completion and the artist should provide Council with a manual for the maintenance of the mural.

### **Artist responsibilities**

- Work alongside Council's Place Manager to project manage the artwork installation
- Attend a site visit/meeting with Council's Place Manager before installation
- Meet key timelines and be available for the whole duration of the project
- Ensure project complies with public and personal safety requirements as determined alongside Council
- Prime the wall prior to mural installation and provide all paint materials
- Attend two community engagement sessions to finalise the final design
- Supply a short artist biography, artist statement, artist social media handles, website links and photographic imagery of current works for Council to use in promotional activity.

### **Community engagement**

The selected artist's two draft concept designs will be displayed on Council's Shape Monash engagement page for the community to view and provide feedback.

The selected artist will host a face-to-face design presentation and discussion for the local community and a session with the local primary school. Council will assist in the facilitation and organising of these activities.

The final design must respond to feedback from the community engagement process. The final decision will be made by the Public Art Project Panel.

### **Aboriginal heritage**

The City of Monash lies across the Traditional lands of the Wurundjeri Woi Wurrung People and the Bunurong People, both of whom have ancient and continuing connections to Country and waters within the council area.

The Wurundjeri Woi Wurrung People are the Traditional Owners and custodians of the land of the mural location in Oakleigh. A representative from Wurundjeri Woi Wurrung Cultural Heritage and Aboriginal Corporation will sit on the mural's Public Art Project Panel. For more information visit [www.wurundjeri.com.au](http://www.wurundjeri.com.au).

### **Monash Reconciliation Action Plan (RAP) working group**

Monash's Reconciliation Action Plan working group was instrumental in developing Council's [Reconciliation Action Plan](#). Several of the Public Art Project Panel members are also members of the RAP working group. The RAP working group will act in an advisory role for the development of the mural.

The RAP working group is chaired by the Director of Community Services and comprises First Nations community members, representatives from a range of community stakeholders and Monash Council officers including:

- Aunty Julieanne - Wurundjeri Woi Wurrung Traditional Owner
- Aunty Gail - Wurundjeri Woi Wurrung Traditional Owner
- Aunty Jillian - Bunurong Traditional Owner
- Terry Atkinson, Chris Chambers - Bunurong Traditional Owners
- Jamil Tye - Director, Indigenous Engagement, Monash University
- Mark Lumley - Koorie Engagement and Support Officer
- Joel Wright - Indigenous Employment Partners
- Merilyn Duff - Health Coordinator, Mullum Mullum Indigenous Gathering Place
- Felicity Smith - President, Monash Reconciliation Group
- Nicole Findlay – CEO, Reconciliation Victoria
- Alexandra McKay - Project Manager, Reconciliation Victoria.

### **Ownership and copyright**

- An original artwork is required, not to be reproduced elsewhere.
- Council will acknowledge the artist by displaying the artist's name near the installed artwork.
- In the case of significant damage or vandalism, Council will determine the course of action in consultation with the artist where possible.
- In the event the artwork is to be decommissioned, Council will consult with the artist prior to removing the artwork and ensure it is appropriately documented.
- Council will acknowledge the artist as the creator of the work in Council publications in which the works are included.
- The artist agrees to allow Council to publish reproductions of the work for any non-commercial purpose, including Council printed materials, promotional posters, social media and documentary photography and film.

## First Nations Mural - Commission Process

### Stage 1 - Expression of Interest (EOI) process

Interested artists are encouraged to provide Council with the following as part of EOI:

- a Curriculum Vitae, including 3 relevant referees
- up to 3 digital images of previous mural work
- up to 500 words indicating your interest in the project and/or proposed approach
- a copy of current public liability insurance certificate.  
(Note: applications will be accepted if this is not currently available but will be required prior to signing of the contract if your proposal is selected.)

We do not expect fully realised designs at this stage, but we want an idea of what you plan to do, why you plan to do it and your experience in similar sized projects.

No fee is offered for the EOI phase. Artists will retain copyright in submitted designs throughout the EOI selection process.

Expressions of Interest must be submitted to Kate Bolaffi, Place Manager, by email ([kate.bolaffi@monash.vic.gov.au](mailto:kate.bolaffi@monash.vic.gov.au)) by 5pm on **Friday 1 September 2023**.

### Selection criteria for EOI

The selection criteria for the Expression of Interest process will include:

- Demonstrated experience (40%)
- Capacity to respond to brief and context, and capacity to detail timeframes and brief implementation plan (30%)
- Artistic merit (30%)

### Assessment panel

Applications will be assessed by Council's Public Art Project Panel. The panel includes the includes the Wurundjeri Woi Wurrung Cultural Heritage and Aboriginal Corporation and Council Officer representation from a range of Departments including Community Strengthening (including our Aboriginal Partnership Officer), City Design and Arts, Culture and Events.

### Stage 2 – Concept design by shortlisted artists

Following assessment from the Public Art Project Panel, three artists will be shortlisted to develop and propose two concept designs.

### Payment for shortlisted artists

The shortlisted artists will be paid a fee of \$850 (including GST) each. Payment will be paid on completion of the concept design.

The shortlisted artists will be required to:

- Prepare two scaled concept designs/photomontage and an indicated colour palette
- Provide an explanatory text on the concept designs, up to 500 words.

- Prepare detailed timelines for implementation
- Prepare a cost estimate (based upon quotations) for implementation

### **Stage 3A – Preferred artist selected**

The Public Art Project Panel will select the preferred artist to install the mural based on their concept designs.

The following selection criteria will be used in selecting final designs for community engagement and then installation:

- Concept design responds appropriately to brief (50%)
- Realistic budget and timeframe outlined (25%)
- Appropriateness to the site (15%)
- Skill and technique (10%).

### **Stage 3B – Refining the final concept design**

The selected artist's two draft concept designs will be displayed on Council's Shape Monash engagement page for the community to view and provide feedback.

The selected artist will attend a face-to-face design presentation and discussion for the local community and a session with a local primary school (subject to Working with Children Check). Council will assist in the facilitation and organising of these activities.

The final artwork will be approved by the Public Art Project Panel and should respond to community feedback received on the draft concept design.

### **Payment for Selected Artist**

The selected artist will receive \$850 (including GST) for the concept design and \$45,000 (including GST) for the final design and installation.

Payment to the selected artist will be made in the following way:

- a. 50% will be paid upon commissioning of the artist
- b. 30% will be paid upon completion of the artwork
- c. 20% will be paid upon acceptance of work by Council.

### **Stage 4 – Installation**

Artists will be required to submit a Risk Assessment for all activity conducted as part of the mural installation. Artists will also be required to submit a Safe Work Method Statement for any work conducted at height.

### **Contact**

For more information:

**Kate Bolaffi**

Place Manager

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