



WOLLONGONG CITY COUNCIL

Project Brief

CORRIMAL MEMORIAL PARK MURALS 2020

FOR THE
COORDINATION AND DEVELOPMENT OF:
ART PLAN, FABRICATION WORKSHOPS
DESIGN AND COMPLETION OF ARTWORKS.



Public Art Program Cultural Services
Wollongong City Council

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1. BACKGROUND

1.1 Background Information

This project is part of Wollongong City Council's Public Art Program, this ongoing program continues to transform the city's outdoor public spaces and foster creative engagement by the use of exciting and evocative art spaces.

1.2 Aims and Objectives

The project will significantly enhance the quality of the public domain and therefore strengthen Wollongong as an innovative and creative regional centre that encourages creativity, employment and economic growth.

The Corrimal Memorial Park Murals Project 2020 aims to:

- Create quality public art that is contemporary and celebrates the character and identity of the Corrimal area by reflecting their stories.
- Engage artists to foster creative engagement with Corrimal residents by using a community cultural development (CCD) process to create an exciting original design.
- Facilitate and implement design workshops with local schools and community organisation to create a sense of pride, belonging and ownership.
- Express a unique character of place and people
- Respond to and reflect the natural, social and cultural dynamics of Corrimal
- Improve amenity and activate spaces
- Create a safe, secure spaces

1.3. POLICY FRAMEWORK

This project contributes to the delivery of Wollongong 2022 Community Strategic Plan - Goal 3 "Wollongong is a creative vibrant City". It specifically delivers on the following:

These projects contribute to the delivery of Wollongong 2028 Community Strategic Plan, Goal 3 '*Wollongong is a creative vibrant city*' and the 2018-2021 Delivery Program and Operational Plan. It specifically delivers on the following:

Community Strategic Plan	Delivery Program 2018-2021	Annual Plan 2019-2020
Strategy	3 Year Action	Annual Deliverables
3.1.1.3 Encourage the integration of urban design and public art	.	Deliver the Public Art Strategy

The program also contributes to the delivery of the Cultural Plan 2014-18 across the objectives of:

- *An Inclusive and Connected Community*
- *Celebrating Our Places*
- *Smart Economy*
- *Vibrant Arts And Cultural Community*

2. THE ARTWORK

2.1 Project Description:

This Brief covers the coordination, community consultations, development of designs, fabrication, delivery and installation of artwork. The creation of a unique artwork will enhance and highlight the character and identity of the site and its surrounds. The artwork will reflect the overall themes and ideas developed through community consultations. The artwork should connect with local community stories and the environment and encourage the celebration of community values and the coming together of people. The artwork will integrate and compliment the site and add to and transform the area into an exciting creative experience. The artwork will create a sense of enjoyment and wonder and be accessible and engaging.

Wollongong City Council is seeking to engage an experienced Mural Artist who is experienced in community cultural development (CCD) processes. The Artist will work with local Corrimal school groups and residents to facilitate the development of ideas for a large mural for the Corrimal Memorial Park sports building and Corrimal Tennis Court Storage Building. The Corrimal community will be engaged by using a CCD approach to identify themes and develop designs.

The Corrimal Memorial Park Sports Building will be rendered and the Corrimal Tennis Court's Storage Building will be cleaned and prepared prior to the installation of the murals. Both wall's preparation will be arranged by the Council.

These two murals can either be taken on by one artist or two or more artists can submit under one EOI. Each artist would be contracted individually with the total artist fee split between them at an agreed ratio.

This project also includes 4 light boxes that will feature images from the mural artwork. Council will facilitate the construction and installation of the lightboxes and only require the mural artist's permission for the use of their mural artwork on the lightboxes. A graphic designer will have high resolution professional photos taken of the mural and use the images to create the graphics for the lightboxes. The lightboxes will tell a story from the history of Corrimal and include poetry written by local students.

2.2 Scope of Works:

The successful Artist will develop the following:

- a) Workshop / consultation program
- b) Project plan and detailed designs
- c) Presentation to Project Committee for approval of detailed Designs and a Project Plan

- d) Fabrication of Artwork
- e) Delivery and Installation of Artworks on two buildings at Corrimal Memorial Park
- f) Delivery of digital copy of artwork to graphic designer
- g) Final Artistic Report & Maintenance Plan

The approved artwork will comply with Council's WH&S and risk management, safety and construction standards and all Australian design standards for safety. It is important that the selected artist(s) acknowledge and respect the staff and adjoining businesses or users of the space and Wollongong City Council.

2.4 Parameters:

The Artists will refer to this Project Brief, Artist Contract, Appendices A - Wollongong City Council Public Art Process and attached documents when creating the artwork. It is understood that the life of the artwork will be between 6 - 10years. Council reserves the right to remove the artwork as required.

2.5 Design and Thematic Consideration

The theme and design of the artwork will reflect information obtained from community design workshops with local schools and residents. Approval of the designs will need to be signed off by the Project Officer Cultural Services, and the Project Committee.

The design for the project is to respond to the following:

- Create a design that reflects the character of the uniqueness of the Corrimal area and the local community.
- Create a design that addresses the functionality of the project.
- Sympathetically explore local identity, the environment, local stories and history and Aboriginal heritage.
- Celebrate community values and the coming together of people.
- Enhance land marking and place making values
- Provide elements for discovery, interaction, reflection and interpretation.
- Create artworks that activate the area visually
- Compliment the idea of creating an exciting yet safe, secure day and night time place.
- Not interfere with surrounding building or community usage.
- Minimise large blank areas in the mural to mitigate opportunities for graffiti to occur.

2.6 Materials & Maintenance:

Artist(s) are to use appropriate paints that are suitable for outdoor environment and be of low maintenance, high durability and not represent a public health or safety hazard. The mural will be painted onto a buffed concrete surface. The work must not obstruct the operation of any services or access ways in the suburb. The Artists must provide a detailed Maintenance Plan for the artwork upon completion.

2.7 Scale:

The location of the artwork is on two buildings

1. A long brick sports building approximately 52 metres in length x approximately 2 metres high (104m²).
2. A brick storage shed approximately 40m²

The implementation of the project should take into consideration the following:

- a) existing underground and overhead services
- b) structures, buildings and pedestrian and vehicular movement.
- c) sit well within the visual and practical parameters of the site.

See Attachment 3: Site Photos with Measurements

2.8 Work by Council

Wollongong City Council will provide the following:

- Project Brief
- Project Contract
- Project Administration
- Project management and support
- Preparation of both walls
- Facilitate the construction & installation of lightboxes

2.9 Legal Requirements & Restrictions

The Artists will be required to enter into a Council Standard Public Art Commissioning Contract. The artwork must be carried out to the specification of this Brief, Contract, Project Plan and Council policies and procedures. The Artists agrees to allow the reproduction of artworks and all material in the Acquittal Report for non-profit purposes with appropriate permission and acknowledgement of the artists.

2.10 Insurance

The Artist is responsible for their own Public Liability Insurance of \$10 million. If an artist has not got their own Public Liability insurance (\$10 Million), negotiations can take place with Council for appropriate coverage.

2.11 Budget

Stage 1 - Concept and design approval - \$6,000.00

Stage 2 - Fabrication and installation of Artwork - \$6,000.00

The budgets for stage 1 & 2 cover both the sports building and storage shed murals. These fees cover all costs associated with the development, fabrication and installation of the artworks. These costs include the development of concepts, detailed designs, transport, attending meetings, facilitating consultations and workshops, the fabrication and installation.

The total budget for the mural project is \$15,750

Breakdown of \$15,750 budget:

Stage one \$6,000

Stage two \$6,000

Materials/Equipment hire \$3,000

Fees & Licenses \$750

The fee structure for the project is based on key staging outputs and timeframes and paid upon the successful completion of tasks.

Artists can submit EOIs that address stage 1 only. If an artist who submits for stage one only is selected Council will engage a contractor to complete stage 2 of the murals.

The Council will arrange the preparation for both sites from a separate budget.

3.0 THE SITE FOR THE ARTWORK

3.1 Location and Site Description

See Attachment 2 & 3

3.2 Limitations and Restrictions

The Artist agrees to **not** engage in or support discrimination in its design / content and/or operations based on:

- race
- religion
- sex transgender
- homosexuality
- marital status
- pregnancy
- disability
- sexual orientation
- age
- HIV/Aids
- union membership,

The artwork must comply with Council's risk management, safety and construction standards and all materials are to address Australian Standards.

3.3 Site Constraints

The work must not obstruct the operation of any services or access ways in the suburb. The Lead Artists will also be required to:

- Work with the existing structures and frameworks
- Not interrupt clear circulation routes – both pedestrian and vehicular.
- Not interfere with surrounding building structures and use

4.0 COMMISSIONING PROCESS

4.1 Project Management:

The Lead Artist will coordinate all aspects of the project in consultation with Cultural Services. The Artists will be directly responsible to the Project Officer in Cultural Services. Cultural Services will provide overall project management of the project. The Artists will be required to attend briefing and meetings with the CCD Worker, Cultural Services, as requested.

4.2 Project and Design Development

Once engaged the successful Lead Artist will undertake community consultations with key stakeholder groups to develop the following:

- a) **Art Plan** – The Art Plan will outline and prioritise ideas / concepts, process and be presented for approval. The Art Plan will include the following:
 - Detailed Designs and Rationale - provide details of the artwork and documentation of the workshops process.
 - Technical, Materials, Equipment and Methodology Plan
 - Timetable & Budget
 - Maintenance Plan

4.3 Approval – The Artists will present to Council the Art Plan before fabricating begins. Any changes to the agreed Design or Project Plan will be submitted in writing and negotiated and agreed to by Council.

4.4 Fabrication and Installation – Following formal approval the Artists will fabricate and install the artwork and deliver the artwork to Council on an agreed date.

4.5 Acquittal

At the end of the project the artist is to deliver to Cultural Services a Final Artistic Report that includes:

- a) Project Documentation that includes design development, rationale, consultations, fabrication, installation and completed works in situ in a written and photographic form.
- b) Evaluation (**See Attachment 1 – Public Art Process.**)

5.0 EXPRESSION OF INTEREST (EOI)

5.1 EOI: Artists are invited to submit expressions of interest in the project

5.2 Engagement by Council - a panel will assess the submissions make a recommendation to Council to engage the artists.

5.3 Deadline for Expression of Interest

Expressions of interest must be received by Council by:

5pm 21st November 2019

Respondents are required to supply the following:

- A Cover letter of no more than two pages addressing the criteria
- Artists CV (no more than TWO pages)
- Examples of current or relevant artwork (Maximum 10 PDF images emailed).

5.2 Artist Commissioning Process – Assessment Criteria

The assessment of expressions of interest will be based upon the following criteria and corresponding weightings:

	Criteria	Weighting
1	Demonstrate artistic experience and excellence and ability to create contemporary artworks in a similar scale that address the project brief.	25%
2	Demonstrate your experience in community cultural development (CCD) projects or detail how you would undertake a CCD project.	25%
3	Demonstrate experience or show you have the ability to work collaboratively with a range of stakeholders including young school students, Aboriginal community, community organisations, businesses, contractors and Council.	25%
4	Demonstrate experience or detail how you would: successfully deliver a project on time and on budget ie include a schedule & budget for the project	25%

6.0 PROJECT TIMELINES

Key Dates

Expression of Interest for Artist – Advertised (3 weeks)	31 st October – 21 st November 2019
Closing Expression of Interest	21 st November 2019
Cull & Selection of Artist (s)	Week of 25 th November 2019
Engagement of Artist	Week of 25 th November 2019
Meeting with stakeholders / Identification of groups / Schedule of workshops	Week of 2 nd December 2019
Community consultations – (3 weeks)	2 nd – 20 th December 2019
Wall Prep – Sports Building wall rendered & Storage building cleaned/painted	2 nd – 20 th December 2019
School workshops – (2 weeks)	2 nd – 13 th March 2020
Design development, presentation & approval	Week of 16 th March 2020
Fabrication of artworks & Installation (2 weeks)	23 rd March – 3 rd April 2020
Artworks completed and delivered & signed off	3 rd April 2020
Launch	9 th April 2020
Project Report delivered to Council & Evaluation	April 2020

7.0 REQUESTS FOR FURTHER INFORMATION

Requests for information, questions or requests for clarification concerning the Expression of Interest documents please contact:

Contact: culturalservices@wollongong.nsw.gov.au

For further information call Annie Clapton on 4227 8633

8.0 ATTACHMENTS

8.1 Attachment 1 – Public Art Process

Wollongong City Council

PUBLIC ART PROCESS

Project Management by Cultural Services

Stage 1 - Feasibility & Development of Art Plan & Artist Brief

1. Convene community project committee / Public Art committee (*made up of community representatives*)
2. Community and stakeholder consultations and research undertaken, to produce art plan and artist brief.
3. Confirmation of budget.
4. Approvals by asset owner and assessment regarding development approval.

Stage 2 - Approval Process

1. Convene engagement panel (*made up of 'experts', community project committee and Public Art compliance committee representatives*)
2. EOI process & Contract Artist
3. Convene Council Public Art compliance committee (*Risk Management Process - made up internal Council stakeholders – engineers, risk management, asset owner, etc*)
4. Develop a Project Plan & detailed Designs by Artist: (*Artist makes two presentations. First presentation committee makes suggestions and recommendations and second meeting Artist presents amended plans. If still not correct Artist meets again with agreed amendments*). Plan is approved and signed off by Compliance committee)
 - Develop Detailed Designs
 - OH&S and Risk Management Plan
 - Maintenance Plan
 - Technical, Materials, Equipment and Methodology Plan
 - Timetable & Budget
 - Consultation Plan
 - Fabrication Plan
 - Installation Plan
5. DA approved if appropriate
6. Evidence of Community Cultural Development / research process with the Community

Stage 3 - Construction, Fabrication & Installation

1. Coordination by Artist in consultation with WCC
2. Fabrication (*inspection in studio / on-site*)
3. Transportation & Delivery (*inspection*)
4. Installation (*inspection & sign-off*)

Stage 4 - Handover & Maintenance

1. Project Report

Wollongong City Council
Cultural Services Public Art Compliance Process
14/03/2011

8.2 Attachment 2 – Site Map



● Proposed lightbox position. Pending approval

— Mural walls

8.3 Attachment 3 – Photos of Wall

Corrimal Memorial Park Sports Building Wall



Corrimal Tennis Courts Brick Storage Building

