



Fraser Coast  
REGIONAL COUNCIL

## Expression of Interest

FRASER COAST STREET ART  
(MURAL) PROJECT

Building better communities.

## 1. INTRODUCTION

Fraser Coast Regional Council (FCRC) is seeking Expressions of Interest from artists with experience or an interest in community based contemporary street art for various mural projects on walls and pathways within the Fraser Coast Region.

Proposed locations are as follows:

- **Lupton Park** - Lot 1 Aberdeen Avenue, Maryborough Qld
- **Torquay Skate Park** - Torquay Road, Pialba Qld (Signature building wall)
- **Repcos Building Wall** – Boat Harbour Drive, Pialba Qld

## 2. BACKGROUND

The proposed locations are primarily used by a large number of young people and families. These proposed locations are visited by the public that will engage with the artwork on a daily basis (day and night). Council is seeking, by engaging with artists and the community, ways of providing a fun, colourful, creative, inspirational and positive space for visitors and the local community to be proud of and enjoy.

Unwanted graffiti throughout the region can be unpleasant and unsightly therefore deterring visitors and community members from frequenting the area. Council would like to enhance these areas with street art that would appeal to all members of the community and visitors while promoting our great region.

### STATEMENT OF WORK

The selected artist will be contracted by Fraser Coast Regional Council to implement the mural project. The artist is required to develop a design concept based on their consultation with Council's project manager and present the design to Open Space & Environment for approval prior to undertaking the work.

### KEY DELIVERABLES

As the location is primarily used by a large number of young people and families, the proposed location means that these user groups will engage with the artwork on a daily basis (day and night) and therefore the design intent should reflect:

#### **Lupton Park pathway - Lot 1 Aberdeen Avenue, Maryborough Qld**

- A fun, colourful, creative, inspirational and positive perspective
- Be site responsive, drawing inspiration from the surrounding area (eg. 3d green frog and lily pads = Leap Frog game, Snakes & Ladders, hopscotch etc. Child friendly games incorporating the community gardens theme. Eg. Vines, trees, fruit etc.)
- Suitability to the purpose of the space and the primary users of the park

The scope of this project requires that the young people feel invited and welcomed to the park while encouraging them to play whilst using the pathway.

The size of the artwork required is to cover 40 m of pathway. This can be achieved in one continuous length or in sections along the pathway totalling 40 metres with the following design considerations:

- The area does not have to be a conventional solid panel piece of art and may be separated into 'pop out' features with the existing path providing the backdrop
- The mural is to be sealed with an anti-slip application to avoid damage to the artwork caused by pathway use and/or weather. An anti-slip application is to be used to eliminate any slip hazards along the path. The sealing of the artwork and pathway must meet with current AS Standards.
- The artwork is well clear of the roadway entrances



**Torquay Skate Park - Torquay Road, Pialba Qld (Signature building wall)**

- A fun, colourful, creative, inspirational and positive perspective
- Be site responsive, drawing inspiration from the surrounding area
- Suitability to the purpose of the space and the primary users of the park

The scope of this project is to deter unpleasant and unsightly graffiti and to enhance the area. The scope also requires that young people feel invited and welcomed to use the park while encouraging them to play safely.

The location is the Signature building wall facing the Torquay Skate Park. The size of the artwork may cover the entire wall or part thereof with the following design considerations:

- The area does not have to be a conventional solid panel piece of art and may be separated into 'pop out' features with the existing wall colour providing the backdrop
- The mural is 300mm+ above ground level to avoid damage to the artwork caused by scrapes and gouges to the rendered wall
- The mural is to be sealed with an anti-graffiti application to avoid damage to the artwork.



### Repco Building Wall – Boat Harbour Drive, Pialba Qld

- A fun, colourful, creative, inspirational and positive perspective
- Be site responsive, drawing inspiration from the surrounding area
- Suitability to the purpose of the space and the primary users of the area

The scope of this project is to deter unpleasant and unsightly graffiti and to enhance the area. To become a local attraction and talking point whilst encouraging community use of its pathways and encourage visitors to the area.

The location is the wall facing the links corridor pathway. The size of the artwork may cover the entire wall or part thereof with the following design considerations:

- The area does not have to be a conventional solid panel piece of art and may be separated into 'pop out' features with the existing wall colour providing the backdrop
- The mural is 750mm+ above ground level to avoid damage to the artwork caused by scapes and gouges to the rendered wall
- The mural is to be sealed with an anti-graffiti application to avoid damage to the artwork.



### 3. SUBMISSION REQUIREMENTS

Submissions must include the following documentation:

- Completed Expression of Interest Checklist Form (last page of this document)
- Cover letter and brief artist statement outlining how the artist responds to the brief, including describing any possible ideas/concepts for further development (no more than 250 words)
- Curriculum Vitae (strictly no more than 2 pages)
- Portfolio (limit of 5 images of relevant artworks/public art)
- Project Plan including a brief statement/proposal of how the artwork will respond to the design intent with a timeline of activities and budget breakdown
- Copy of the artist's Public Liability Certificate of Currency (minimum \$10M)

## Assessment Criteria

Open Space & Environment will assess Expressions of Interest on the following criteria:

- Application submitted on time with all required documentation
- The demonstrated capacity of the artist
- The suitability of creating artwork for a public space
- The relevance and impact of the artwork to the community
- The relevance to the target group and the location of the art work
- Response to the Project Plan

## 4. SUBMISSION OF QUOTES

Expressions of Interest are to be submitted to Allison Drescher (details below) by **5 pm Friday, 13th November 2020**. Only submissions received by the closing time will be considered.

## 5. CANVASSING OF ELECTED MEMBERS AND COUNCIL OFFICERS

Canvassing of elected members or Council officers will automatically lead to disqualification.

## 6. CONTACT DETAILS

Allison Drescher

Technical & Assets Officer

**Telephone:** 4197 4326

**Email:** [OpenSpace&environment@frasercoast.qld.gov.au](mailto:OpenSpace&environment@frasercoast.qld.gov.au)

## 7. INTELLECTUAL PROPERTY AND ACKNOWLEDGMENT

All Intellectual Property Rights in the work and any material and drafts created as part of producing the work (including the Developed Design) will remain with the Artist. Under the agreement, the Artist agrees for the duration of the Intellectual Property Rights in the work, not to make, cause, or permit to be made an identical or similar reproduction of the work without Council's written consent.

The artist grants to Council an irrevocable, royalty-free licence to utilise the Intellectual Property Rights and Copyright in the entirety of the work for the purposes of ("the Permitted Purposes"):

- marketing and promotion of the work, the project or Council's business
- display in non-profit catalogue of works
- reporting, news, criticism and review
- display.

## EXPRESSION OF INTEREST CHECKLIST FORM

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Mobile: \_\_\_\_\_

### **SUBMISSIONS CLOSE AT 5PM ON Friday 13<sup>th</sup> November 2020**

Applications received after the closing date will not be considered.

**LODGEMENT OF SUBMISSIONS** Please lodge your submission to Tech. & Assets Officer – Open Space & Environment, Fraser Coast Regional Council, PO Box 1943, Hervey Bay 4655, or by email:

[OpenSpace&environment@frasercoast.qld.gov.au](mailto:OpenSpace&environment@frasercoast.qld.gov.au)

### **CHECKLIST**

- Expression of Interest Checklist Form
- Cover Letter and short artist statement
- Curriculum Vitae (no more than two pages)
- Portfolio (Limit five images of relevant artworks/public art)
- Copy of Public Liability Certificate of Currency (\$10M)
- Project Plan – including timeline and budget

I \_\_\_\_\_ (artist name) declare that the images provided are of my own artistic work and that if they were created as part of a collaboration I have acknowledged the other artists in the image details provided on the image.