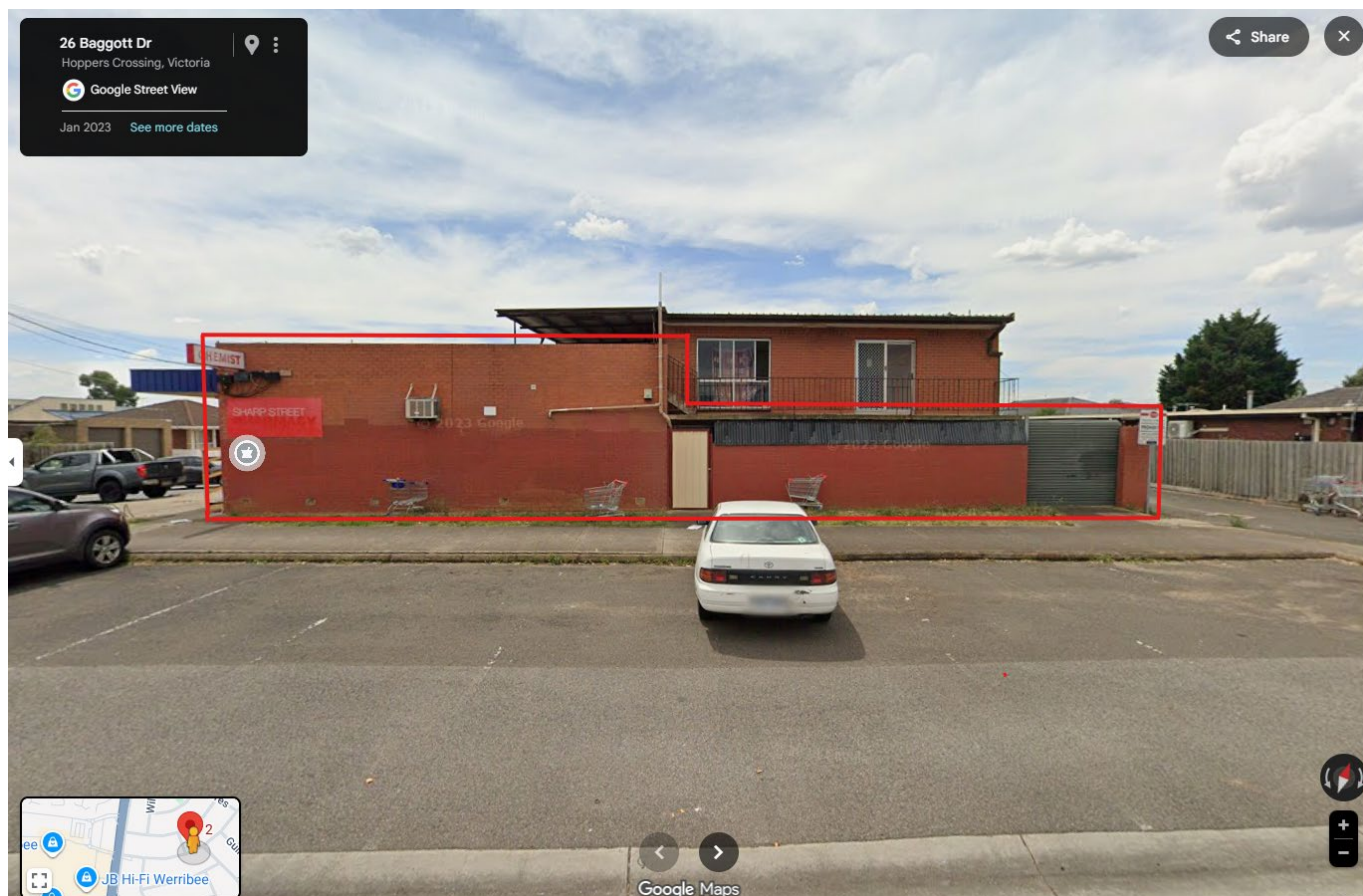




January 2025

Sharp Street (Hoppers Crossing) Mural Project



Sharp Street (Hoppers Crossing) Mural Project – Mural Design & Install Brief

Shortlisted Artist Brief

INTRODUCTION

This document explains the background, context, themes, timelines, budget and deliverables of Council's Sharp Street Hoppers Crossing Mural Project. The following information will help the Artist or Collective applying for the project to understand what the expectations and considerations of the project are if they are successful in being selected, as well as deciding if this opportunity is the right fit for their work.

Below is a summary of the research that has gone into the mural project to date, as well as prompts and further information to guide the artistic response and equip the Artist on their journey throughout the design process.

Throughout the rest of the document, the Artist or Collective in this project will be referred to as 'Artist'.

1. ABOUT THE PROJECT

Background and Context

The intention of Council's Sharp Street Mural project is to install a mural on the side wall of the Milk Bar at Sharp St facing south east onto Baggott Drive, located at 2 Sharp Street, Hoppers Crossing, VIC 3029 – Google

Maps link: <https://maps.app.goo.gl/sZz1bM4NfU4iEZTg6>

The stores at Sharp Street provide a convenient community hub for food and groceries in a quiet neighborhood located away from the larger commercial offerings of Pacific Werribee Shopping Centre. The mural project aims to regenerate civic pride amongst the population and create a deeper community connection in this area of Hoppers Crossing.

Council wishes to engage an artist to undertake the design and delivery of the mural. The appointed artist will conduct workshops in conjunction with the Hoppers Crossing Youth Services' Paradox FReeZA program to collate ideas and expressions from young community members, which will inform the artwork concept development. The framework of this project is informed by themes which are drawn from Wyndham's Public Art Plan 2022-2032.

Rationale:

- Opportunity to present highly appealing, visually engaging new artwork which represents and engages with all ages of the diverse local community.
- Our community is comprised of many diverse local groups, including business owners, residents, creatives and arts organizations. This artwork is intended to unify, in an appreciation for community and connection to the area.
- Council's 10 Year Public Art Plan contains the principles, curatorial themes, strategic priorities, and pillars of approach that form the basis for all public art commissions.

Creative framework:

- An Artist who lives, works in, or has a connection to Wyndham will be commissioned for this project.
- The successful Artist will conduct two workshops with the FReeZA youth group. The outcome of workshops will inform the artwork concept design development.
- The selected Artist will liaise with Wyndham City's Public Art officer for delivery of the project and to also identify install requirements and options.
- The mural area consists of a 25m long wall which drops from approx. 4.5m high on the left to approx. 2.3m on the right, just under halfway in front of the residential side of the building (see appendix below for images.)
- The residential entry and roller door can be included in the designs, but it is not recommended that the existing black plastic wall covering along the top of the right-hand wall is included.

Site Restrictions

- There is a personal painting clearance (exclusion zone) of 100mm around the point where low voltage power lines and fuse box join the building on the top left-hand side of the wall. This will need to be factored into the artwork design and includes tools, materials and equipment for a low voltage service where visual warning barriers are attached.
- Any ladders or lift equipment will need to maintain a 500mm clearance around the electrical connection point.
- A registered spotter will be required when operating mobile plant within 6400mm of electrical service.
- Visual warning devices and a permit from CitiPower/Powercor is required. Council will be responsible for making the arrangements for the permit and any associated costs for this.
- The air conditioning unit will be removed and the wall filled in.
- The left half of the wall is currently painted black, and the wall will be pressure washed prior to painting at Council's arrangement and cost
- All signage will be removed from the wall prior to the artwork installation.

Youth Services, Hoppers Crossing and Wyndham:

Youth Services

- Paradox FReeZA Crew is a group of young people from 15 - 25 years of age, who assist in running drug, alcohol, and smoke free live music events, skate competitions, podcasts and training sessions. They get together at the Youth Services, Hoppers Crossing on a weekly basis to plan, develop and discuss live music and other creative ideas.
- The Paradox FReeZA Crew focuses on developing young people's skills and providing experience in event management, marketing and promotion, sound production, lighting and podcasting with opportunities to network with industry professionals.
- Previous alumni from Wyndham's FReeZA program have gone on to be successful touring musicians, have entered tertiary study within the Music Industry and Event Management fields, have gained employment with Event Production businesses and in some cases have grown into successful Youth Workers.

Hoppers Crossing

- Hoppers Crossing is a suburb in Wyndham located 24km southwest of Melbourne's CBD. Wyndham City covers an area of 542km² and features over 27km of coastline. At the time of the 2021 Census, the city had 292,011 residents and was home to one of the largest Aboriginal and Torres Strait Islander population in the Western Region of Victoria. The land to the west of the Werribee River is recognized as belonging to the Traditional Owners, the Wadawurrung people, whilst the land to the east of the river is acknowledged as the historical home of the Bunurong people.

Community

- Community has a strong sense of ownership and pride in the area, the region boasts a highly diverse cultural demographic, which the residents embrace wholeheartedly.
- The project site itself, on Sharp Street in Hoppers Crossing, is situated to the east of Wirribi-yaluk (Werribee River), on Bunurong Land.
- Project stakeholders include:
 - Wyndham City Council Arts & Culture, Placemaking and Youth Services Teams
 - Paradox FReeZA
 - Site owners and lead tenants of the building
 - General public
 - Local businesses & organizations
 - Local creatives

Project Scope

- **Three (3x) selected artists will be given two weeks to undertake a paid response to the artist brief with a focus on community engagement approach.**
- **One (1x) successful artist will deliver 2 workshops and develop a final design for the mural.**
- **Council will provide support for applicants throughout the design process, workshop promotion and mural delivery.**
- **The final successful artist will need to be available for the design and install process from February 2025 to June 2025 and will be required to liaise with project stakeholders throughout the design and installation process.**
- **The final successful artist is expected to participate in media and launch activities.**

The selected artists will respond to the themes and concepts from a community engagement process which itself responds to the theme of Futurism from Council's 10 Year Public Art Plan.

Themes

The following curatorial themes from Council's 10 Year Public Art Plan act as guiding principles and reflect

contemporary community make up and values, as well as a desired future state. For this project, Council wishes to explore a Futurism theme in conjunction with Youth Services consultation.

First Nations Foregrounding	Preferencing Aboriginal knowing and being to work with place, story and connection
Habitat	Engaging natural, built and cultural landscapes in the region. Aligning growth and change with ecologically sustainable approaches and diverse senses of 'home'
Localism	Work that reflects past, present, and future communities of Wyndham - and the unique cultural character
Futurism	Engaging new forms of artmaking and expression whilst making space for all future imaginings

Schedule

This project must be completed within the set timeframe. This will be discussed with the selected Artists.

Timeline	Milestone	Description
08 February 2026	EOI Closes	Initial expressions of interest close at 12 Midnight
13 February 2026	Initial concept proposal phase – 3 artists appointed	3x Artists will be selected for a paid concept proposal development
27 February 2026	Concept proposal delivery	3x Artists to submit the concept proposal
6 March 2026	Final artist appointed	1x Artist will be selected. Agreement signed.
16 March 2026	Workshop delivery	1x Artist to lead community engagement workshops with support from Council
3 April 2026	Detailed artwork design	1x Artist will undertake the final design development
10 April 2026	Artwork design signed off	Final design submitted for review and final feedback
13 April 2026	Artwork installation planning	Final Artist will liaise with stakeholders for install
20 April 2025	Artwork Installation	Installation team undertake mural installation onsite

By the end of June 2026	Artwork Handover	Installation complete, artwork handed over to Council Public Art Collection for maintenance
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2. REQUIREMENTS

- Core to the requirements of this project is an approach that is sensitive to ideas of community and connection. The project depends on the Artist's interpretation of information and responses which will be generated through an engagement process with local community members. The interpretation of thematic responses may require communication between community and Council.
- The Artist will live, work, study or have a connection to Wyndham.
- Council wishes to provide this external canvas as a platform for local and/or emerging artists.
- The Artist will have or be willing to undertake a Working With Children Check (WWCC) and to comply with Child Safe Standards.
- The Artist will have or be willing to hold valid Public Liability (to the value of \$20,000,000 coverage) and Professional Indemnity (to the value of \$5,000,000 coverage) insurance certificates of currency. These are available through NAVA Premium Plus artist membership packages.
- The Artist will have or be willing to undertake training for any equipment and plant operating licences at their own convenience and cost.
- The Artist will be required to provide project risk and safety documents, including Job Safety Analysis or Safe Work Method Statements and any other OH&S planning documents as required.
- Defect guarantee and maintenance manual provided by Artist/contractor post-installation

3. BUDGET

A \$1,000 AUD (ex GST) concept fee will be provided to each of the three (3x) shortlisted Artists to deliver an initial concept proposal. This should include a community engagement workshop plan in writing, and some preliminary sketches.

Following consideration of the concepts by three Artists, one final Artist will be provided with a further fee of \$30,000 AUD (ex GST) to develop the final artwork design to agreed format and license the artwork for delivery and installation by Council's representative. The artist will be required to deliver a final artwork design and manage the professional installation in collaboration with the project stakeholders, including equipment, labour, and materials. This fee also includes workshop delivery, artwork development, licensing, and media interview if required.

The budget for mural delivery and installation will be managed by Council and assisted by Council's project representative.

Council and its representative on the project will provide support and funding for additional project resources which includes any necessary wall cleaning prior to install, permits, traffic management plans and safety staff – spotters and traffic management personnel – and anti-graffiti coating.

4. DELIVERABLES

Initial EOI Process

Deliverable	Description	Payment
Artist information and images of work	Information about the Artist applying, with images of previous artwork, should be submitted via the online Expression of Interest (EOI) form to express your interest in the project. This is also confirmation that you can work to the stated timelines in the Schedule above.	N/A - No payment

Shortlisted Artists

Deliverable	Description	Payment
Initial designs	Three (3x) three artists will be selected to develop and deliver a concept proposal each as a response to this brief. This can involve a community engagement plan and preliminary sketches in one single pdf (no more than 5 pages). Please note that final artwork design is not required at this stage as it should be informed by the workshop outcome. The proposal will be submitted to Roland Henry, Public Arts Officer - roland.henry@wyndham.vic.gov.au	\$1000.00 AUD (ex GST) fee paid to each of the three (3x) artists on submission of initial project brief

Selected Artist

Deliverable	Description	Payment
Execution of the agreement	One(1x) artist will be selected to further develop and deliver their final artwork.	\$15,000 (ex GST) will be paid on signing of artist agreement
Design development	The selected artist will liaise with the stakeholder team to develop their design with a community youth engagement with Wyndham's Youth Services Hoppers Crossing Freeza program to develop ideas around 'Futurism' theme – i.e. technology and future. This is a smaller group of volunteers aged 16-25, which focuses on live music events	Included in above fee.

	and creative sessions. There will be two engagement sessions – with one initial workshop and a second check-in to update the group on design development.	
Design delivery	Final design approved by project stakeholders, including any further changes or updates to their artwork for mural installation. Artwork install preparations.	\$10,000 AUD (ex GST) will be paid on approval of design for install
Artwork production	Artwork installed onsite	Included in fee.
Completion of the artwork	Artwork completion communicated to Council for approval	\$No payment
Project handover	The selected artist will provide an artist statement, documentation of install, a maintenance manual, and all artwork information according to the required information specified in their agreement with Council	\$5000 will be paid on handover of artwork

5. FURTHER INFORMATION AND SUPPORT

All enquiries should be forwarded to:

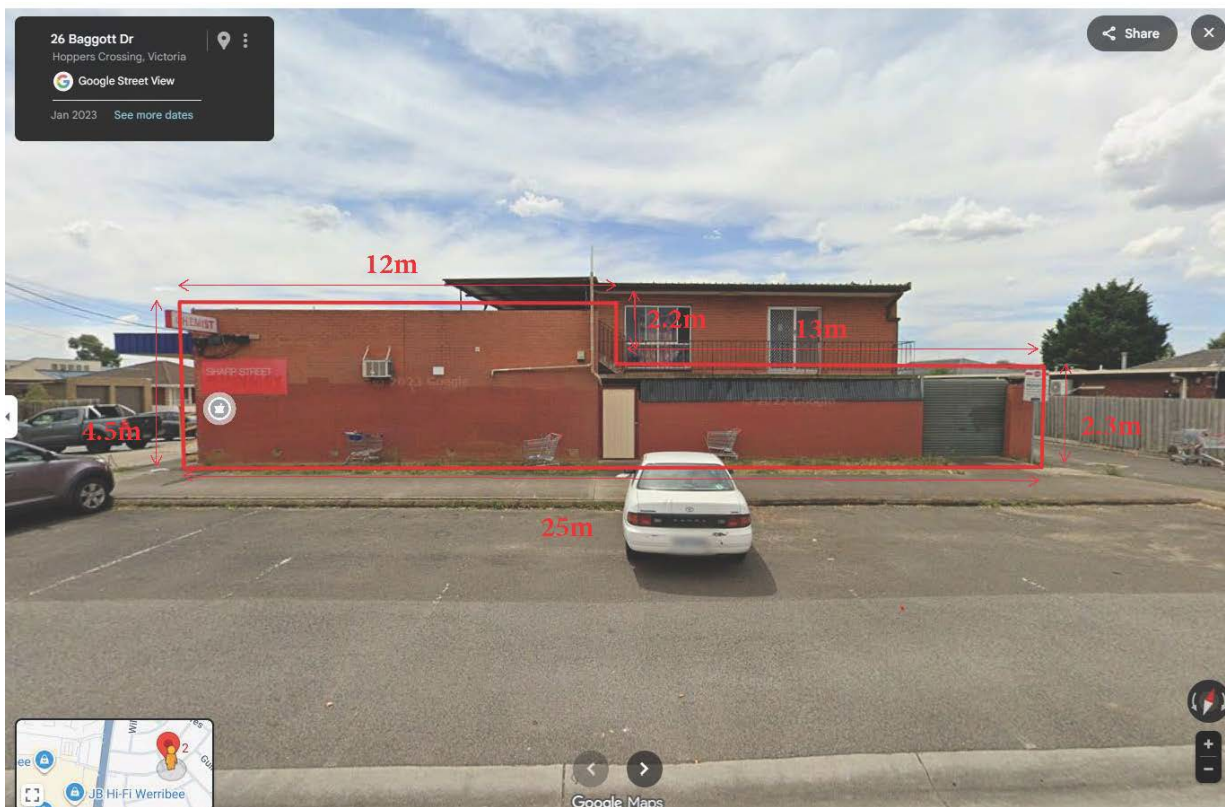
Roland Henry

Public Arts Officer, Wyndham City Arts & Culture.

Email: roland.henry@wyndham.vic.gov.au

Appendices – Site Images (further information will be available on request).

Appendix 1 – Sharp Street Mural Area with elevations



Appendix 2 - Google Maps View – 2 Sharp St, Hoppers Crossing, VIC 3029

