



April 2026

Transporting Arts Program Werribee Station Underpass Ramp Public Artwork - Artist Brief



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Artist Brief

INTRODUCTION

This document explains the background, context, themes, timelines, budget and deliverables of Transporting Arts Program Werribee Station Underpass Ramp Public Artwork for applying artists. 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.

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

Department of Transport and Planning (DTP) runs the Transporting Arts Program together with Metro Trains Melbourne, Yarra Trams, V/Line and local councils. The program aims to transform Victoria's public transport hubs into vibrant, culturally rich public spaces where art connects communities, fosters pride of place and enhances everyday journeys.

Working closely with local artists, the Program showcases artwork at tram stops and train stations that reflect the rich culture and heritage of the local area. ***The framework of this project is informed by themes which are drawn from Wyndham's Public Art Plan 2022-2032.***

Wyndham City's role in the program is to manage the Expression of Interest in accordance with the Public Art Plan themes for the Werribee Station underpass ramp site.

Rationale:

- Opportunity to present visually engaging artwork in the built environment which represents and engages with the diverse local community.
- Council's 10 Year Public Art Plan contains the Arts & Culture principles, curatorial themes, strategic priorities, and pillars of approach that form the basis for all public art commissions.

Creative framework:

- The project is seeking to appoint an artist who can provide designs for public artwork at Werribee Station underpass ramp.
- The designs will be reproduced and two-dimensional artworks e.g. digital, photographic, prints, drawings and paintings would be suited to this project.

Purpose:

The Transporting Arts Program has been developed to:

- Improve the customer and community experience by beautifying and humanising non-commercial transport assets.

- Foster place-based local connection reflecting identity and heritage, as well as community engagement, pride and celebration with local councils.
- Improve perceptions of safety of the transport network and local area, shown to be associated with beautification of transport environments and assets;
- Minimise incidents of graffiti and therefore lower ongoing maintenance costs.
- Encourage people to take public transport by improving a sense of welcome, sense of security and connection with their community; and
- Provide an opportunity to showcase local and First People's artists, both emerging and established, as well as shining a spotlight on multicultural communities across Victoria.

By installing public art on the underpass ramp at Werribee Station, it aims to:

- Provide a vibrant and welcoming environment for all passengers and visitors who use Werribee Station.
- Strengthen community and cultural connection by showcasing artwork from a local artist that tells a story about what you can explore in the local Werribee area.
- Position Werribee Station as a recognisable gateway to the following key attractions and activities – Werribee Open Range Zoo, Werribee Park Mansion, State Rose Garden, River Park, food and wine, polo and sport, walking and cycling and the harbour.
- Support passenger movement and wayfinding by integrating a strong and cohesive visual identity.
- Modernise the curved wall and subway with 8 x new panels and contemporary artwork that reflects the local area.

About Werribee and Wyndham:

- Werribee is a bustling suburb located 32km southwest of Melbourne's CBD, known for the major tourist attractions within the Werribee Park Precinct, including the Werribee Open Range Zoo, Werribee Mansion and the State Rose Garden. As a hub in the City of Wyndham, it offers a mix of urban amenity, historic sites and natural landscapes, including the Wyndham Harbour.
- Werribee is a major residential suburb and commercial hub, within the City of Wyndham, spanning Wadawurrung and Bunurong Country. 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 west of Werribee River is Wadawurrung Country; the land to the east is Bunurong Country.
- 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 is situated to the east of Wirribi-yaluk (Werribee River), on Bunurong Land.
- Project stakeholders include:
 - Department of Transport and Planning (DTP)
 - Metro Trains Melbourne (MTM)
 - Wyndham City Council
 - Local creatives
 - General public

Project Scope

Artist selected for the site must be willing to:

- enter into a written agreement with Metro Trains Melbourne.
- be able to submit the final artwork file by the required date.
- submit their own concepts and final artwork or provide written permission from all artists who contributed or who will contribute to the artwork.
- submit concepts and final artwork that connect to the site, community or local story, respecting cultural and environmental context; and
- be filmed and photographed at the site once installed.

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 Localism theme.

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. In this project, the Artist is encouraged to explore the diverse experiences, places, and activities found in Werribee.
Futurism	Engaging new forms of artmaking and expression whilst making space for all future imaginings.

The final artwork must not, determined at DTP’s absolute discretion:

- be offensive to the general public;
- condone or provoke anti-social behaviour;
- promote or relate to alcohol or gambling;
- use sexualised images or gender objectification;
- portray images or events that may cause distress to children;
- be used to promote a political party, parties or a political cause;
- use offensive language;
- demean any person or group on the basis of ethnicity, nationality, race, gender, age, sexual preference, religion or mental or physical disability;
- disparage or diminish the reputation of public transport or the public transport system in Victoria or have potential so to do;
- include any commercial content or advertising;
- resemble, be capable of confusion with, or obstruct directional or informational signs or otherwise compromise wayfinding in any way;
- have large areas (greater than 1m2) of block colour (this will reduce risk of graffiti);
- include logos, overt branding or QR codes; and
- appear to look like graffiti.

Schedule

Timeline	Activity
April 7	Artist EOI opens
April 28	Artist EOI closes
May 14	Successful Artist appointed and notified
May 21	Artist agreement signed
June 4	Artwork designs submitted by Artist
June 12	Artwork design feedback provided to Artist (if required)
June 26	Artwork design feedback applied by Artist (if required) and final artwork files submitted by Artist
By July 15	Artwork Installation

Selection Criteria

The shortlisted submissions will be assessed by a panel of representatives from Department of Transport and Planning (DTP), Metro Trains Melbourne (MTM), Wyndham City Council and any third party associated with the project.

Submissions will be assessed against the following criteria:

- Strength of creative vision
- Technical and logistical feasibility i.e. suitable for digital reproduction on vinyl decals and within specified dimensions.
- How the artist responds to the context and local community i.e. it must recognise and promote the diversity of different attractions and activities within the surrounding precinct.
- Aesthetic and public impact: visual and emotional.
- Originality of artwork.

2. BUDGET

A \$5,000 AUD (ex GST) concepting and licencing fee is provided to the selected Artist. The Artist will only need to submit the works in digital format.

3. DELIVERABLES

EOI Process

Deliverable	Description	Payment
Artist information and images of work	Information about the Artist applying, a short description of the concept for the artworks, along with images of previous artwork, should be submitted via the online 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

1x Successful Artist

Deliverable	Description	Payment
Artwork production	The selected Artist will provide artwork designs for review and approval. File requirements: a high-resolution digital art file for each of the 8 artworks (supplied in hi res PDF and need an additional 30mm bleed on all edges – will provide the artwork specifications from our print supplier Please note that for adaption across the site, some minor modifications or cropping may be necessary.	\$1,500 (AUD) ex GST will be paid on completion of submitting the final digital file (subject to Metro Trains Melbourne payment terms).
Artist statement and artwork info	The selected Artist will provide an artist statement which will be published on council’s webpage for promotional purposes.	N/A – No payment
Artwork installation	A print-ready file will be provided to the Artist prior to installation for review and final confirmation.	\$3,500 (AUD) ex GST will be paid after the installation of the artworks (subject to Metro Trains Melbourne payment terms).

4. ARTWORK COPYRIGHT

The copyright of the artworks will always remain with the artist. The artist will be required to grant DTP and relevant entities a licence to use the artworks, images and videos of the installation in current or future promotions of the Program or other community activity promotion at DTP's absolute discretion for a period of 3 years with option to extend for 2 years. Every effort will be made to acknowledge the artist when images of the artwork are used.

5. ARTWORK MAINTENANCE

The artwork will be maintained by MTM until the end of the MR4 Franchise Agreement. Thereafter, the artwork will be maintained by the New Train Operator until 30 June 2028 (24 months from the date of installation). Following this period, and at the discretion of the New Train Operator, the artwork will remain installed until the end of the licensing period, subject to its condition.

6. FURTHER INFORMATION AND SUPPORT

All enquiries should be forwarded to:

Yi Li

Public Art, Wyndham City Arts & Culture.

Email: yi.li@wyndham.vic.gov.au

Appendices – Site Images

There will be 8 x large panels in total (1620mm width x 2100mmheight) – 2 panels at the beginning of the walkway (see photo 1), 2 panels either side of the three poster cases (see photo 2) and 4 panels down the ramp to the underpass (see photo 3). Please note the blue rectangles indicate artwork placement and are not to scale.

The final artwork will be digital reproduction vinyl decals with an anti-graffiti film, applied to Alucobond (aluminium composite material).

Photo 1



Photo 2

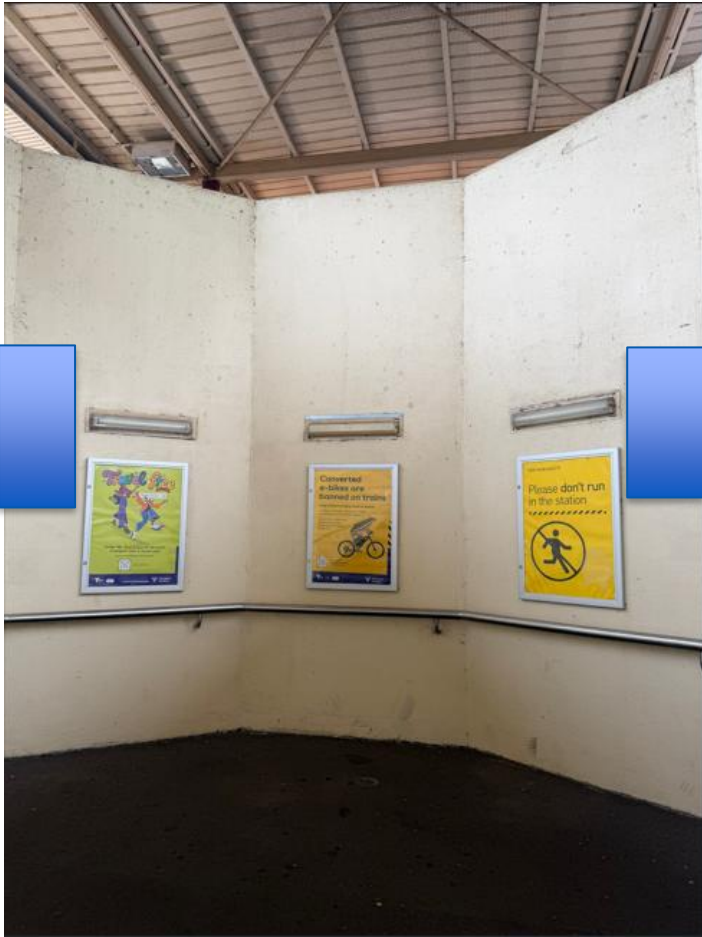


Photo 3

