



May 2026

Transporting Arts Program Tarneit Station Artist Brief



Department
of Transport
and Planning



Transporting Arts Program Tarneit Station

Artist Brief

INTRODUCTION

This document explains the background, context, themes, timelines, budget and deliverables of Transporting Arts Program Tarneit Station 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, 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 Tarneit Station 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 a design for public artwork at Tarneit Station.
- The design 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.

About Tarneit and Wyndham:

- Tarneit is a suburb in Wyndham located 29km southwest of Melbourne’s CBD. Wyndham City covers an area of 542km² and featuring 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 populations in the Western Region of Victoria. The land to the west of the Werribee River is recognised 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 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)
 - V/Line
 - Wyndham City Council
 - General public
 - Local creatives

Project Scope

Artist selected for the site must be willing to:

- enter into a written agreement with Department of Transport and Planning (DTP).
- be able to submit the final artwork file by the required date.
- submit their own concept and final artwork, or provide written permission from all artists who contributed or who will contribute to the artwork.
- submit a concept and final artwork that connects 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.
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:

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- 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
May 29	Artist EOI opens
June 18	Artist EOI closes
July 3	Successful Artist appointed and notified, with artist brief supplied
July 10	Artist agreement signed
July 24	Artwork concept submitted by Artist
August 7	Artwork concept feedback provided to Artist (if required)
August 14	Artwork concept feedback applied by Artist (if required)
August 21	Final artwork file submitted by Artist
September 14	Production and installation of Artwork and Plaque complete
September 16	Filming and photography

Selection Criteria

The shortlisted submissions will be assessed by a panel of representatives from Department of Transport and Planning, V/Line, Wyndham City Council and any third party associated with the project.

Submissions will be assessed against the following criteria:

- strength of creative vision and design.
- technical and logistical feasibility.
- how the artist responds to the context and reflects local area.
- originality of artwork.
- aesthetic and public impact: visual and emotional.

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 work in its digital format.

3. DELIVERABLES

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EOI Process

Deliverable	Description	Payment
Artist information and images of work	Information about the Artist applying, a short description of the artwork concept, 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 one artwork concept for review and approval. They will then supply the final artwork in the required digital format (hi-res pdf 300dpi, .eps, or an ai illustrator file).	\$1,500 (AUD) ex GST will be paid on completion of submitting the final digital file (subject to V/Line 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 artwork (subject to V/Line payment terms).

4. ARTWORK COPYRIGHT

The copyright of the artwork will always remain with the artist. The artist will be required to grant DTP and relevant entities a licence to use the artwork, 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 subject to confirmation by V/Line of the artwork remaining in satisfactory condition. Every effort will be made to acknowledge the artist when images of the artwork are used.

5. ARTWORK MAINTENANCE

The artwork will be maintained and repaired by V/Line for a minimum of 24 months from the date of installation. Following this period, and at the discretion of DTP, 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 Officer, Wyndham City Arts & Culture.
 Email: yi.li@wyndham.vic.gov.au

Appendices – Site Images

This underpass connects the platform 1 and 2 sides of the rail line.

Please note that your artwork may be enlarged and cropped. We will share a final file for you to approve.

