Frequently Asked Questions

Q. Who can apply for this opportunity?

A: The opportunity is open to **First Nations artists who trace their Ancestry to the Bunurong/Boonwurrung or Wadawurrung/Wathaurong Country or language groups**.

Artists do not need to live in Wyndham, however, they are required to have a demonstrated Wadawurrung/Wathaurong or Bunurong/Boonwurrung Country or language groups.

This opportunity is open to individual artists only, rather than artist collectives, to support clear individual copyright, attribution and contractual arrangements for the commissioned artwork, licensing and cultural engagement process.

Council is seeking artists with a strong artistic practice and an interest in developing work through a collaborative cultural and community process.

You are welcome to make an application for another person, but only with their express permission to lodge an application on their behalf.

The appointed artists will need to hold a valid ABN and have work rights for Australia.

Q. Do I need previous experience delivering a mural?

A: No. Previous experience installing or delivering a mural is not a requirement for this opportunity.

The project separates the **artwork design and creative development** from the physical mural installation. A specialist mural installation contractor will be separately appointed by Council to install the finished artwork. The appointed artists will need to liaise with the installation team on the translation of the work from design to installation.

This approach is intended to make the opportunity accessible to artists whose practice may not have previously involved mural installation.

Q. How many artists will be selected?

A: Council intends to commission **two First Nations artists** for the project.

The preferred outcome is to appoint **one artist from each of the Bunurong/Boonwurrung and Wadawurrung/Wathaurong language groups**, recognising the significance of both Traditional Owner groups to Wyndham.

The two artists will work through a collaborative design process, with the final approach to be developed in consultation with Council and project stakeholders including Traditional Owner Groups' representatives where relevant.

Q. Do I need to submit an artwork design with my Expression of Interest (EOI)?

A: No. The initial EOI is intentionally short and accessible. Artists are **not expected to develop or submit a mural concept at the EOI stage**.

Applicants are asked to provide:

- a CV or artist profile including a short description of their artistic practice;
- examples/images of previous work;
- relevant First Nations cultural, community or place-based experience; and
- confirmation of their availability to participate in the project timeframe.

The selected artists will develop the artwork through the subsequent collaborative design process.

Q. What will the artists be asked to create?

A: The selected artists will develop a new artwork across the four Civic Centre wall panels:

- **2 front panels**, approximately 5.5m x 3m each; and
- **2 side panels**, approximately 4m x 3m each.

The artists will develop preliminary concepts before progressing to a resolved mural design. The artists will work with Council to determine how the artists collaborate together on the mural design outcome – the approach could divide the wall panels into separate artworks for each artist or a fully collaborative design outcome across the mural.

The artwork is intended to be experienced both as a physical mural and will also have a secondary application as a broader visual identity that will be licensed for use in the support and publication of Wyndham City's Reconciliation Action Plan (RAP) communications and publications.

Q. Who are the project stakeholders?

A:

- Bunurong Land Council Aboriginal Corporation (BLCAC)
- Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC)
- Wyndham City First Nations Unit
- Wyndham First Nations community
- Wyndham City Arts and Culture

There will also be a third-party mural installer to be discussed with the appointed artists.

The audience / community for the artwork to be considered includes:

- Wyndham community
- Civic Centre visitors and users

- General public

Q. What themes should the artwork respond to?

A: The project uses the Wyndham Public Art Plan 2022–2032 themes of:

- **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

These are intended as **creative prompts rather than prescribed subject matter**.

The themes and ideas for the artwork will be developed through a generative process with Wyndham City' Council and Wyndham Reconciliation Action Committee (WRAC) stakeholders.

Artists will be encouraged to interpret these themes through their own artistic practice, cultural knowledge and visual language.

The full public art plan is available online at this link:
https://www.wyndham.vic.gov.au/sites/default/files/2022-10/Wyndham%20Public%20Art%20Plan%202022-2032.pdf

Q. What involvement will Bunurong Land Council Aboriginal Corporation (BLCAC) and Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC) have?

A: Council has confirmed **BLCAC and WTOAC**'s interest and support for the project.

Subject to their availability, Council intends for representatives from BLCAC and WTOAC to participate in the EOI review and artist selection process.

Traditional Owner representatives will be appropriately engaged and paid for their consultation and assessment contribution in accordance with Council's usual processes.

Q. What will the collaboration with the Wyndham Reconciliation Action Committee involve?

A: The selected artists will participate in a collaborative process with the project stakeholders.

This process will help generate themes, ideas and cultural considerations that can inform the artwork.

The intention is **not for Council or project stakeholders to prescribe the artwork**. Rather, the collaborative process will provide the cultural and thematic framework from which the artists can develop their own creative response.

The artists will retain copyright of their creative work.

Q. How much are the artist fees and what do they cover

A: Each of the two artists appointed on the project will be paid $7,500 (excluding GST)

The budget will cover the artist commission and associated project costs, including:

- artist design and development fees;
- artwork licensing for the mural and any application for use in the RAP publication;
- design consultation and participation with the project stakeholders;
- documentation and launch activities.

The Artist will not be responsible for the physical installation costs.

The specific artist fee and licensing arrangements will be outlined in the EOI and Artist Agreement.

Q. When will the project take place?

A: The project is intended to be completed within the **2026–27 financial year**.

The project will progress through several stages, including:

1. EOI and artist selection;
2. cultural and thematic development;
3. preliminary concept development;
4. artwork refinement and approval;
5. preparation of installation-ready artwork;
6. mural installation; and
7. documentation and launch.

A detailed project schedule will be confirmed with the selected artists following appointment.

Q. How are the EOIs assessed in terms of appointing the two Artists?

A: EOIs will be assessed by a panel of Wyndham City Council representatives and external stakeholders from Bunurong Land Council Aboriginal Corporation (BLCAC) and Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC).

They will be assessed in terms of:

- The Artist or Collective's previous body of work in relation to how it might apply to the project.

- The Artist or Collective's ability to understand and interpret artistic themes and cultural knowledge based on previous relevant experience, knowledge or responses provided.
- Perceived ability to communicate ideas effectively and liaise with project stakeholders.
- Perceived ability to work within the timelines of the project.

Q. Do I / can I respond to the artist brief as part of my EOI submission?

A: No. The EOI submission is to assess artists who might be best suited to this project. The brief is made available to view to give interested artists an understanding of the project including timelines, levels of commitment and other information.

Q. Who owns copyright of the final artwork?

A: The copyright and any intellectual or cultural property contained in the artwork remains with the artist. The ownership and title of the physical mural artwork will pass from the Artist to Council at the date the mural is installed and handover of the artwork to Council is complete. The mural artwork will be maintained and cared for as part of Council's growing public art collection. **Q. How long is the licensing of the work and is it an exclusive license?**

A: The intended lifespan of the artwork is 10 years, the artwork will be licensed from the artist by Council, this will be finalised in a written agreement with the artist. The licence will be an exclusive, perpetual and royalty-free licence for the artwork to be exhibited at the site of the mural and online on Council's website and included as part of Council's public artwork database on Victorian Collections digital archive. Any use outside promotional or educational material will require the artists express written permission.

Q. Will my information and artwork be kept Confidential and Private?

A: Yes. At Council we understand the need for individual privacy. Nothing that you submit will be made available to the public without your express permission and prior written agreement.

Q: Will the selected artists be obligated to participate in media calls and other initiatives to promote the project/mural?

A: As this is a public mural project, it is expected that there will be marketing and promotion surrounding the project. The final selected artists will be expected to participate in these opportunities to discuss and further platform their work, but it can be discussed with Council if they prefer to appoint a representative or spokesperson for this if they are not comfortable with this process.

Q. How will my artwork be acknowledged at the site?

A: An attribution information plaque noting the artist and the work will be displayed on site. The images of the artwork may be used to promote the artists' work, and the artists will be acknowledged in relevant marketing or promotional material specific to this project.

Q. If successful, can I share images of my installed artwork?

A: Yes, you can share images of your artwork once the final artwork has been installed and approved by Council.

Q. Will my work be cropped?

A: Your artwork may be cropped to allow for successful installation – Council will work with the appointed artists and installer to communicate their design for the mural installation.

Q. Is there anything that I can't include in my artwork?

A: The artwork must not:

- Be offensive to the 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 or
- Disparage or diminish the reputation of Wyndham City Council
- Include any commercial content
- Resemble, be capable of confusion with, or obstruct directional or informational signs or otherwise compromise wayfinding in any way
- Have large areas of block colour (reduces risk of graffiti)
- Include logos, overt branding or QR codes
- Appear to look like graffiti

Q. What support is available for artists with disabilities?

A: Applicants with disabilities can contact Arts Access Victoria (AAV) for application support at info@artsaccess.com.au or phone (03) 9699 8299.

Q. Who can I contact if I have any specific questions not covered in this document?

A: Please contact:

Roland Henry

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