



June 2024

# Saltwater Swim School Public Art Project





# Saltwater Swim School Public Art Project – Mural Design & Install

Shortlisted Artist/Collective Brief

## INTRODUCTION

This document explains the background, context, themes, timelines, budget and deliverables of Council’s Saltwater Swim School Public Art Mural Project for shortlisted 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.

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 or Collective 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 Saltwater Swim School Public Art Project is to install a mural on the west-facing facade of the Saltwater Swim School building in Point Cook, located at 1 Kensington St, Point Cook, VIC 3030 – Google Maps link: <https://maps.app.goo.gl/gwTJntwj6Rm9SbDi9>

The building is situated in a small and vibrant commercial hub in Point Cook. The wall panels look out onto a community centre and gathering space for young people after school hours.

Council wishes to engage an artist to undertake the design aspect of the mural. The appointed artist will only be providing the artwork and design for the project, the installation of the mural itself will be discussed with the appointed artist and may be outsourced to a third-party installation company. The design work process also has the capacity for artistic upskilling through pairing with an established artist for the install, which can be tailored to the artist's current abilities for the project.

The framework of this project is informed by themes which are drawn from Wyndham's 2022-2032 Public Art Plan, and further developed through community consultation.

#### Rationale:

- Opportunity to present highly appealing, visually engaging new artwork which represents and engages with the young and diverse local community.
- Our community is comprised of many diverse local groups, including business owners, residents, creatives and arts organisations, this artwork is intended to unify community in an appreciation for community and connection to the area.
- 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:

- An Artist who lives or works in, or has a connection to, Wyndham will be commissioned for this project.
- The successful Artist will respond to and interpret the themes that have been provided for reference on this project.
- The selected Artist will liaise with Wyndham City's Public Art & Collections Officer to support best understanding/delivery of the project and to also identify install requirements and options.
- The final Artist will liaise with install team on design translation from artwork to execution including potential minor modifications and time sensitive feedback.
- If the final Artist has capacity and ability to undertake the installation of the mural, this can be discussed with the
- The façade consists of two 4.2 metre-high walls, one of which is 14.7m wide, one of which is 9.2m wide—see appendix below for images

#### Point Cook and Wyndham:

- Point Cook is a suburb in Wyndham located 22km south west of Melbourne's CBD. Wyndham City covers an area of 542km<sup>2</sup> 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 population 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.
- A relatively new suburb, major development in Point Cook began in the late 1990s, with population growth rapidly expanding from 1,737 in 2001, to 60,105 in 2018. The area has many young families living there.



- Community have 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 Kensington St in Point Cook, is situated to the east of Wirribi-yaluk (Werribee River), on Bunurong Land.
- This project is generally situated near landmarks such as the You Yangs, Werribee Mansion, and Werribee Zoo.
- The Metro trainline that terminates in Werribee connects residents to Melbourne via the newly redeveloped Hoppers Crossing, and Williams Landing stations.
- Point Cook is home to the RAAF Base Point Cook, the birthplace of the Royal Australian Air Force, and is the current home of the RAAF Museum.
- Point Cook is also home to many playgrounds and parks, including the wetlands of the Point Cook Coastal Park, which forms part of the Cheetham and Altona Important Bird Area.
- Project stakeholders include:
  - Wyndham City Council Arts and Neighbourhood Hubs Teams
  - Site owners and lead tenants of the building
  - Local Arts Organisations
  - General Public
  - Local businesses & Organisations
  - Local creatives

### **Project Scope**

- 3x (three) selected artists will be given two weeks to undertake a paid artistic response to the dimension of the site and the artistic brief.
- 1x (one) final artist will be given a further two weeks to deliver a final design for the mural.
- Council will provide support for applicants throughout the design process, including tailored mentoring during the paid design processes.
- No previous experience of mural installation is necessary as artists are able to receive various forms of support in translation of their design to a large-scale mural outcome.
- The final successful artist will need to be available for the design process from July to September 2024 and will be required to liaise with the install team on 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 broader themes of the 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.

<b>Foregrounding</b>	Preferencing Aboriginal knowing and being as a way to work with place, story and connection
<b>Habitat</b>	Engaging natural, built and cultural landscapes in the region. Aligning growth and change with ecologically sustainable approaches and diverse senses of ‘home’
<b>Localism</b>	Work that reflects past, present, and future communities of Wyndham - and the unique cultural character

<b>Futurism</b>	Engaging new forms of artmaking and expression whilst making space for all future imaginings
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Following community consultation the following responses to the themes should inform the artwork or process:

Foregrounding	<ul style="list-style-type: none"> <li>• Representation of local Country</li> <li>• Local stories and Culture, key local figures</li> </ul>
Habitat	<ul style="list-style-type: none"> <li>• Integrating the mural with the surrounding environment, such as incorporating wetland themes and ensuring the mural aligns with the natural beauty of the area.</li> <li>• Bring greenery and natural elements to the area, which is currently dominated by bark and concrete.</li> <li>• The mural should serve as a visual landmark, making the area feel more welcoming and providing a sense of arrival for residents.</li> <li>• Themes suggested included direct references to local landmarks, coastal and wetland areas, and Point Cook's unique features.</li> </ul>
Localism	<ul style="list-style-type: none"> <li>• Cultural representation</li> <li>• Embrace and reflect the diverse cultures within the community.</li> <li>• Family friendly to include the young families of the area.</li> <li>• Use of bright and colourful images that capture the local area's unique character.</li> </ul>
<b>Futurism</b>	<ul style="list-style-type: none"> <li>• Possible consideration for sensory elements and new ways of connecting to visually impaired community members.</li> <li>• Inclusion of technology elements to engage with younger community members – use of new technologies like QR codes and/or AR elements.</li> </ul>

### **Schedule**

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

<b>Timeline</b>	<b>Milestone</b>	<b>Description</b>
14 Jul 2024	EOI Closes	Initial expressions of interest close
15 Jul – 28 Jul 2024	Initial Artwork Design Phase – 3x Artists appointed	3x Artists will be selected for a paid design process
28 Jul 2024	Initial Design Delivery	3x Artists to deliver their initial paid designs
29 Jul – 11 Aug 2024	Final Artist design development phase	1x Artist will be selected for the final design development

11 Aug 2024	Final Artwork Delivery	Final design submitted for review and final feedback
12 Aug – 06 Sep 2024	Artist-Installer Install Liaison	Final Artist will liaise with the installation team for design translation to install
TBC – 09 Sep 2024	Artwork Installation	Installation team undertake mural installation onsite
TBC – 20 Sep 2024	Artwork Handover	Installation complete, artwork handed over to Council Public Art Collection for maintenance

## 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 have been generated through a consultative process with local community members. The interpretation of thematic responses may require communication between community and Council. The Artist will live or work, or have a connection to Wyndham. Some of the key themes of the project are Localism and Habitat, Council wishes to provide this external canvas as a platform for local and/or emerging artists.

## 3. BUDGET

A \$500 AUD (Ex GST) design fee is available for the initial artwork development for each of the 3x successful Artists.

A further licensing and commissioning fee is available for the final successful Artist of \$2,500 AUD (Ex. GST) to include all artwork development, liaison and delivery of artwork in a format necessary for the installer.

Unless otherwise agreed, the Artist will not be responsible for any of the costs or coordination of the install, including lift hire, materials, labour and permits.

#### 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 EOI form to express your interest in the project. This is also confirmation that you are able to work to the stated timelines in the Schedule above.	N/A - No payment

##### Shortlisted Artists

Deliverable	Description	Payment
Initial designs	3x (three) selected artists will be selected to develop and deliver up to 3 (three) initial artwork concepts each as a response to this brief	\$500.00 AUD (ex GST) fee paid to each artist on submission of initial artwork concepts
Final Design	1x (one) artist will be selected to further develop and deliver their final artwork	\$1,250 AUD (Ex GST) will be paid on signing of artist agreement
Design liaison / updated artwork	The final artist will liaise with the installation team to provide any further changes or format updates to their artwork for translation to an installation-ready format for the mural	\$1,250 AUD (Ex GST) will be paid on approval of design for install
Artist statement and artwork info	The final artist will provide an artist statement and all artwork information according to the required information specified in their agreement with Council	N/A – No payment

## Installation – details to be discussed with final appointed artist

Deliverable	Description	Payment
Approval of designs	Final design approved and prepared for install	TBC
Production of the artwork	Installation of the artwork	TBC
Completion of the artwork	Artwork completion communicated to Council for approval	TBC
Project Handover	Documentation of install and maintenance manual handover	TBC

## 5. FURTHER INFORMATION AND SUPPORT

All enquiries should be forwarded to:

Roland Henry

Public Art & Collections Officer, Wyndham City Arts & Culture.

Email: [roland.henry@wyndham.vic.gov.au](mailto:roland.henry@wyndham.vic.gov.au)



Appendices – Site Images (further detail and related files will be available on request).

**Appendix 1 – Saltwater Swim School Wall Panels**



**Appendix 2 - Saltwater Swim School Wall Panels including communal space view**



**Appendix 3 - Google Street View – 1 Kenswick St, Point Cook, VIC 3030  
Wyndham City**



Appendix 4 - Wall Elevation Mark Ups

