



October 2024

# Penrose Promenade Community Centre Mural Project

  
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# Penrose Promenade Community Centre Mural Project – Mural Design & Install

Shortlisted Artist/Collective Brief

## INTRODUCTION

This document explains the background, context, themes, timelines, budget and deliverables of Council's Penrose Promenade Community Centre 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 Penrose Promenade Community Centre Mural is to install murals on two walls facing north and east on the Penrose Promenade Community Centre, located at 83 Penrose Promenade, Tarneit VIC 3029 – Google Maps link: <https://maps.app.goo.gl/gwTJntwj6Rm9SbDi9>

Penrose Promenade Community Centre supports residents, community leaders, associations and groups to run activities, programs and events for the wider neighbourhood to participate in. The centre aims to reflect the aspirations and strengths of the neighbourhood in the Tarneit area.

Council wishes to engage an artist to undertake the design and delivery of the mural. The appointed artist will conduct workshops at the community centre to collate ideas and expressions from children, parents and general centre users, 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 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, works in, or has a connection to, Wyndham will be commissioned for this project.
- The successful Artist will conduct two workshops at the community centre. One with children and caregivers, and the other with general centre users. The outcome of workshops will inform the artwork concept design.
- The selected Artist will liaise with Wyndham City's Public Art team for delivery of the project and to also identify install requirements and options.
- If the selected Artist has capacity and ability to undertake the installation of the mural, this can be discussed with the Council.
- The mural area consists of two walls, one of which is 6.5m (w) x 3.5m (h), one of which is 8m (w) x 4m (h)– see appendix below for images.

#### Penrose Promenade Community Centre, Tarneit and Wyndham:

- Penrose Promenade Community Centre supports residents, community leaders, associations and groups to run activities, programs and events for the wider neighbourhood to participate in. The centre aims to reflect the aspirations and strengths of the neighbourhood in the Tarneit area. There are a wide variety of community groups that meet regularly at the community centre.
- Tarneit is a suburb in Wyndham located 29km southwest 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.
- 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 Penrose Promenade, Tarneit, is situated to the east of Wirribi-yaluk (Werribee River), on Bunurong Land.
- 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 response to the artist brief with a focus on community engagement approach.
- 1x (one) successful artist will deliver 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 process from November 2024 to February 2025 and will be required to liaise with Council 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>First Nations Foregrounding</b>	Preferencing Aboriginal knowing and being 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

### **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>
11 November 2024	EOI Closes	Initial expressions of interest close
13 November 2024	Initial concept proposal phase – 3 artists appointed	3x Artists will be selected for a paid concept proposal development
26 November 2024	Concept proposal delivery	3x Artists to submit the concept proposal

27 November 2024	Artist appointed	1x Artist will be selected
Around 7 December 2024	Workshop delivery	1x Artist to lead community engagement workshops with support from Council
6 January 2025	Detailed artwork design	1x Artist will undertake the final design development
13 January 2025	Artwork design signed off	Final design submitted for review and final feedback
	Artist Liaison with installer	Final Artist will liaise with the installation team for design translation to install
27 January 2025	Artwork Installation	Installation team undertake mural installation onsite
By the end of February 2025	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 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 also have or be willing to undertake Working with Children Check and to comply with Child Safe Standards.

## 3. BUDGET

A \$500 AUD (ex GST) concept fee is provided to each shortlisted Artist 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 a further fee of \$3,800 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 is not required to manage the professional installation, but to provide a final artwork design. This fee 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.

A further fee of \$200 will be paid to the successful Artist for their time in consultation meetings with installers if required. Council and its representative on the project will manage the installation budget which includes certificates, equipment, labour, materials, traffic management plan and travel.

Unless otherwise negotiated and agreed the Artist will not be responsible for the cost or coordination of the install. The Artist will have the opportunity to quote for installation if experienced in delivery. If the Artist manages installation and its associated costs, the additional \$200 consultation fee will not be paid.

#### 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 can work to the stated timelines in the Schedule above.	N/A - No payment

##### Shortlisted Artists

Deliverable	Description	Payment
Initial designs	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 Yi Li, Public Art Support (yi.li@wyndham.vic.gov.au)	\$500.00 AUD (ex GST) fee paid to each artist on submission of initial project brief

## Selected Artist

Community Workshop Delivery and Final Design	1x (one) artist will be selected to further develop and deliver their final artwork	\$1,850 AUD (ex GST) will be paid on signing of artist agreement
Design liaison / updated artwork	The selected 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	\$1,850 AUD (ex GST) will be paid on approval of design for install
Artist statement and artwork info	The selected 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 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:

Yi Li

Public Art Support, Wyndham City Arts & Culture.

Email: [yi.li@wyndham.vic.gov.au](mailto:yi.li@wyndham.vic.gov.au)

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

**Appendix 1 – Penrose Promenade Community Centre Mural Area**



**Appendix 2 – Penrose Promenade Community Centre w including communal space view**





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Appendix 3 - Google Street View – 83 Penrose Promenade, Tarneit VIC 3029



Appendix 4 - Wall Elevation Mark Ups



Wall facing Penrose Promenade



Wall facing Turva Avenue