



February 2025

Ironbark Fields Mural Project



Ironbark Fields Mural Project – Mural Design & Install

Shortlisted Artist/Collective Brief

INTRODUCTION

This document explains the background, context, themes, timelines, budget and deliverables of Council's Ironbark Fields 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 Ironbark Fields Mural Project is to install a mural on the pavilion wall facing a training pitch at Ironbark Fields, located at 1275 Leakes Rd, Tarneit VIC 3029 – Google Maps link:

<https://maps.app.goo.gl/BGZFcHeYVWV9Jb2fW9>

Council wishes to engage an artist to undertake the design of the mural. 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 diverse local community.
- Our community is comprised of many diverse local groups. This artwork is intended to unify 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:

- The selected Artist will undertake design of the mural.
- The mural area is a wall of 45.2m (w) x 4.4 – 5.4m (h) - see appendix below for images.

Ironbark Fields, Tarneit and Wyndham:

- Ironbark Fields serves as the main training base for Western United Football Club’s A-League teams, NPL matches and academy teams. It also supports organised events, programs and competitions, as a place for a wider community to come together and connect. It includes three fields of play, a pavilion and a community public amenities facility.
- Ironbark Fields is part of a wider Wyndham Stadium precinct which will include residential, commercial and Stadium precinct. The site and surrounding land are currently undeveloped, but within an area earmarked for urban development as part of the future Oakbank Precinct Structure Plan (PSP). Development is already occurring to the east and along the Leakes Road and Sayers Road spines, and the site will in time integrate into the wider development of Tarneit.
- 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:
 - Wyndham City Council
 - Lead tenants of the building: Western United Football Club
 - Bunurong Land Council Aboriginal Corporation
 - General public
 - Local businesses & organisations
 - Local creatives

Project Scope

- 3x (three) selected artists will be given four weeks to undertake a paid response to the artist brief and submit a concept design.
- 1x (one) successful artist will develop a final design for the mural.
- Council will provide support for applicants throughout the concept develop process and mural delivery.
- The final successful artist will need to be available and liaise with Council for the design and installation process from April to June 2025.
- 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.

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.

Following consultation, here are the responses to the themes. Key elements are highlighted in bold. Please note that shortlisted Artists would not need to address all dot points.

First Nations Foregrounding	<ul style="list-style-type: none"> • Representation of Country, stories and culture • First Nations local figures related to sports
Habitat	<ul style="list-style-type: none"> • Symbolise a calming effect of wind waves going through the bare grass land. • Reflect surrounding natural environment including river, You Yangs and Brisbane Ranges. • A discussion on balancing urbanisation with nature.
Localism	<ul style="list-style-type: none"> • Connect with audience in a fun and engaging approach • Aim to be inclusive and can be easily resonated with, ensuring viewers can feel part of the space • Reflect a storyline that deepens people’s understanding of the place. This can mean that the imagery is transitional • Embrace the concept of ‘growth and self-expression’ through sports or in general - Everyone has an opportunity
Futurism	<ul style="list-style-type: none"> • Inclusion of QR codes to tell a story • A combination of historical elements with forward-looking visions

Schedule

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

Timeline	Milestone	Description
18 Feb 2025	Expression of interest (EOI) open	Open Expression of interest conducted by Wyndham Council.
17 March 2025	EOI Closes	Initial expressions of interest closes
19 March 2025	Initial project brief phase – 3 artists appointed	3x Artists will be selected for a paid project brief process
28 March 2025	Artist Cultural Value session with Bunurong Land Council Aboriginal Corporations	3 shortlisted Artists attend a 30-minute session each with Bunurong Land Council Aboriginal Corporation facilitated by council.
14 April 2025	Initial concept delivery	3x Artists to submit the concept designs

16 April 2025	Artist appointed	1x Artist will be selected
30 April 2025	Artwork final concept development phase	1x Artist will undertake the final design development
1 May 2025	Artwork design signed off	Final design submitted for review and final feedback
5 May 2025	Artist agreement signed	Artist will liaise with the installation team for design translation to install
12 May 2025	Artwork Installation Starts	Installation team undertake mural installation onsite
20 June 2025	Artwork Handover	Installation complete, artwork handed over to Council Public Art Collection for maintenance

2. BUDGET

A \$2,000 AUD (ex GST) concept fee is provided to each shortlisted Artist to deliver an initial concept design and attend a 30-minute Cultural Value session with Bunurong Land Council Aboriginal Corporation facilitated by council. A further \$15,000 AUD (ex GST) is provided to the final Artist for artwork licencing, liaison with installer, travel, artwork launch etc. The Artist will not be responsible for any of the costs or coordination of the install, including lift hire, materials, labour and permits. Council will manage mural production, anti-graffiti coating, photo documentation and marketing.

3. 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

3x Shortlisted Artists

Deliverable	Description	Payment
Initial designs	<p>3x (three) Artists will be selected to develop and deliver a concept proposal as a response to this brief.</p> <p>On 28 March, shortlisted Artists will attend a 30-minute Cultural Values consultation with Bunurong Land Council Aboriginal Corporations facilitated by council. This is an opportunity to ensure the concept being developed is in line with culture and history.</p> <p>The final artwork concept will be in one single pdf with no more than 5 pages. This should include an initial concept design and artist statement.</p> <p>The proposal will be submitted to Yi Li, Public Art & Collections Officer (yi.li@wyndham.vic.gov.au)</p>	\$2,000.00 AUD (ex GST) fee paid to each artist on submission of initial project brief

Selected Artist

Artist Agreement	1x (one) artist will be selected to further develop and their final artwork	\$7,500 will be paid on signing of artist agreement
Artwork production	The selected artist will liaise with the installer	\$7,500 will be paid on install completion and artwork handover
Artist statement and artwork info	<p>The selected artist will provide an artist statement and all artwork information according to the required information specified in their agreement with Council.</p> <p>The artist statement will be in both writing and audio format, to be published on council's webpage for promotional purposes.</p>	N/A – No payment

4. FURTHER INFORMATION AND SUPPORT

All enquiries should be forwarded to:

Yi Li

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

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

Wyndham City

Appendices – Site Images

Appendix 1 – Ironbark Fields Pavilion Mural Area





Appendix 2 - Wall Elevation Mark Ups

