

Winchelsea Childcare Centre – Station Precinct Mural

EXPRESSION OF INTEREST

for

NEW MURAL ARTWORK PROJECT

at

**Winchelsea Childcare Centre building
External wall facing Winchelsea Station Precinct**

63 Hesse St, Winchelsea VIC 3241

14 September 2023

Introduction

The property owner of the Winchelsea Childcare Centre building is committed to providing an artwork mural on the north facing external wall of the building. The Winchelsea Station Precinct Group (a sub-committee of Growing Winchelsea <https://growingwinchelsea.com/>) also recognize the value of this ‘blank canvas’ lining the entrance to the Station Precinct, as an opportunity to activate, beautify and add interest to one of the town’s gateways.

Creativity, environmental sustainability and inclusiveness are key planning pillars for the Winchelsea and District community. This project seeks to capture and celebrate what makes Winchelsea and district special. In the process, people will be connected to place and also community connections and partnerships will develop and strengthen.

This document sets out the requirements for a new Artwork and invites Artists to submit an **Expression of Interest** (EOI) to create and install an Artwork at the Winchelsea Childcare Centre (63 Hesse St, Winchelsea VIC 3241) on the external wall facing Winchelsea Station Precinct.



The EOI

The **Expression of Interest** will be assessed on the basis of:

- Demonstrated experience with this type of commission
- Artist’s (general) style of work
- Demonstrated understanding of Concept
- Understanding and viability of Budget

In addition, the Panel will assess Expressions of Interest against the following:

1. The concept - enhancing aspects of the individual proposal
2. Identification of any work required by others
3. Overall value of the Commercial offer
4. Description of site access and artwork completion times
5. Ability to work with regulatory requirements (as detailed in General Requirements)

Submissions must include:

- **Artist Statement for Proposed Work (150 words or less)**
- **Artist Biography and CV**
- **Full Budget Breakdown** All EOIs must include a detailed cost breakdown (budget) as part of the proposal
- **Up to 3 samples of prior mural works** in the public realm

Requirements for the Artwork

Considering the number of established artists living in Winchelsea and District and that the objective of the project is to celebrate and promote the natural beauty of the area to the community and visitors, this EOI prioritises artists who live in Winchelsea and District (postcode 3241) for selection.

The selected Artist **must** be able to demonstrate completion of other mural works at scale, preferably in the public realm.

General requirements for the Artwork include the following:

1. Provides a welcoming entry to the township from the Station Precinct and has appeal to children, residents and visitors alike.
2. Works specifically with the site to enhance placemaking, such as improves the outlook and compliments the existing surrounds.
3. Incorporates images or themes particular to the local area in terms of native flora and fauna.
4. Utilises colour and style in a joyful, pleasing and harmonious manner.
5. Celebrates one or more particular feature of Winchelsea as a creative, environmentally sustainable and inclusive community.

A Community Project Working Group will guide this project and will form the Selection Panel, assessing the Expressions of Interest. The Selection Panel does not intend to limit artistic style but envisages the artwork will be painted directly onto the rendered wall (shown on the preceding page).

Work by Others

While the Selection Panel prefers that the selected artist will include all design, assessments, materials, transport and labour to create and install the Artwork, it is recognised that an Artist may not be well-equipped to do everything that is required.

Expressions of Interest therefore **need to clearly identify all works that are required to complete the Artwork, including that which is excluded from the proposal**, if any, such as preparatory ground work etc.

Commercial Considerations

- The Budget submitted and accepted as part of this commission **must include** all requirements to create and install the work: that is, full detail of expenditure to the overall budget of \$20,000 (*subject to confirmed funding).
- The budget must include the fees to be paid to the Artist.
- All amounts paid to the Artist/s plus the cost of any Work by Others must be within the budget.
- Once selected and engaged, the Artist will be required to do some (limited) engagement with both the Childcare Centre and Winchelsea Primary School prior to finalising their Concept.
- The Concept will then be presented to the Community Project Working Group.
- The Community Project Working Group may request **up to three new sketches/variations as part of the scope of works**.
- Final concept will be approved by the Community Project Working Group.

Please note: It is a condition of this project that the Grade 5/6s from Winchelsea Primary School will assist the Artist (as agreed between the Artist and Lead Teacher) in the installation/delivery of the mural. The timing for this is proposed to be in Term 1 of the school year. Students will be supervised by teachers at required ratios. It is envisaged that work with students will not exceed three sessions.

Project Sequencing

Assessment Panel:

- **Select Artist**
- **Respond to Unsuccessful Artists**
- **Announce Successful Artist**

Project Deliverables are comprised of 3 Stages:

Stage 1: Stakeholder Engagement and Concept Finalisation

- Artist is Formally Engaged
- Artist conducts Stakeholder engagement with Childcare Centre and School
- Artist submits Concept Design
- Community Project Working Group provide feedback on proposed design
- Up to 3 Additional sketches/ design alterations submitted by Artist as required
- Design Approved by Community Project Working Group

Stage 2: Works Begin

- Commence Work on Site following all required WHS inductions
- Any Ground Works completed and scaffold installed (or means to work at heights as permitted under Surf Coast Shire Council Work Health Safety)
- Design sketched in on site
- Work onsite with Winchelsea Primary School students

Stage 3: Finalise Installation of Artwork and Launch

- Finalise Installation
- Complete Maintenance Requirements including graffiti shield/Maintenance and De-Commission Schedule
- Official Launch of Artwork

Location of the Artwork

The Artwork is to be painted on the north facing wall of Winchelsea Childcare Centre building at 63 Hesse St. This wall faces the Winchelsea Station Precinct and can be accessed from Railway Terrace.



Scale of the Artwork

The childcare center rendered wall has 10 panels, with each of these panels being 4.25m wide and 2.8m high.

Further to the west is a corrugated iron fence with some artwork on it from a past project involving the primary school. The corrugated iron fence is not within the scope of this project but could form a later mural stage (subject to funding, private property owner support and community interest).

Payment Schedule

Payments will be scheduled at a rate of:

1. 20% upon engagement
2. 40% after first engagement with Childcare Centre and School, and Acceptance of Concept
3. 40% upon completion of the Artwork and finalisation of project requirements

Timeline for Works

As part of the **Expression of Interest** the Artist will nominate:

- Timelines for completion of the Artwork following engagement
- Timelines for site access to install the Artwork, as well as preferred time/s of year.

Schedule of Works

The Community Project Working Group envisages the following milestones to complete installation of the Artwork, or as agreed with the Artist.

<i>Milestone</i>	<i>Date</i>
Stage 1 – Stakeholder Engagement and Concept Finalisation	November 2023 to February 2024
Engagement with Stakeholders (Childcare Centre and Winchelsea Primary School)	November
Finalisation of Concept	January - February 2024
Stage 2 – Works Begin	February - April 2024
Commence Work on Site	February 2024
Any ground works completed and scaffold installed	March 2024
Design sketched in	March 2024
Work with School completed	March – April 2024
Stage 3 – Finalise Installation of Artwork and Launch	April – May 2024
Complete Installation of Artwork	April 2024
Finalise Artwork to including maintenance requirements such as graffiti shield etc	April 2024
Artist onsite for Launch Celebration with all Parties and VIPS	May 2024

Stage 1: Begins upon Engagement of the Artist

Stage 2 Begins after the Concept has been approved

Stage 3: Begins once the Design is Sketched In and the work with Winchelsea Primary School has been completed (or as agreed with Artist).

Artists will be requested to discuss requirements with the Community project Working Group and/or Council during **Stage 2**.

Information will be submitted to:

Community Project Working Group
c/- Nicky Angus, Community Project Development Officer, Surf Coast Shire
Email: nangus@surfcoast.vic.gov.au

Assessment and Award of Commission

The Community Project Working Group will assess Artists prior to **Stage 1**, based on each Artist's understanding of the project objectives and requirements.

Their discussions will include reviewing Artist resumes and references/images of previous work. EOIs submitted by artists who live in Winchelsea and District (postcode 3241) will be preferred.

General Requirements

The Surf Coast Shire will support the Community Project Working Group to lead this community project. The Artist will be required to meet Surf Coast Shire's general terms and conditions for project delivery and any other special conditions as required.

General Terms and Conditions

1. All works to comply with the relevant Australian Standards or best practice.
2. All relevant statutory permits are obtained (where required).
3. Works are undertaken by a reputable and registered contractor, including meeting Council's Workplace Health & Safety contractor requirements.
4. All construction and ongoing maintenance works are conducted in accordance with the Occupational Health and Safety Act (Vic) 2004.

Special Requirements

Further to the above General Terms and Conditions, the following requirements are to also be considered/met:

- The Artist is to provide a detailed **maintenance** schedule for the works considering:
 - Weathering of materials and finishes.
 - Potential repair of accidental damage or vandalism.
- The Artist is to nominate a **lifespan** for the works.
- The Artist is to agree to a **decommission** schedule as set by the Community Project Working Group.
- The Artist is to demonstrate appropriate choice of **materials** such as graffiti-proof paint.
- All work must comply with Surf Coast Shire's **Work Health Safety** requirements to protect people and property, including, for example, working at heights, working with dangerous materials, heavy lifts and excavation.
- The Artist will be required to undertake a Surf Coast Shire **Contractor Work Health Safety Induction** (a short on-line course). A Council officer will also facilitate a **Work Health Safety Site Induction** with the Artist, volunteers and school staff supervising children on site prior to any works commencing.
- The Artist will be required to complete a **Safe Work Method Statement** (SWMS).
- Surf Coast Shire requires all contractors to hold **Public Liability Insurance** cover of at least \$10,000,000.

The Expression of Interest must confirm if the Artist has this level of cover. If not, options will need to be explored to arrange appropriate cover.

- The Artist will need to have a current **Working With Children Check (WWCC)**
- Any **operational costs** should be considered. It is preferred the Artwork does not incur ongoing operational costs, however low level electrical usage such as the provision of up-lighting could be considered as a future project subject to approval by the property owner and land owner.

Other Considerations

Artwork ownership and maintenance

The public art asset is to be installed onto a privately owned building asset (the Winchelsea Childcare Centre). The building directly abuts land owned by VicTrack. The Winchelsea Childcare Centre property owner will be responsible for the future public art asset via an artwork Memorandum of Understanding (MOU). As an attachment to the MOU (and as detailed in the Special Requirements on the preceding page), the artist will be required to provide a detailed maintenance schedule and nominate a lifespan for the works.

Community Amenity

The wall in question is of high visibility and will act as a gateway to Winchelsea. The Artwork must not have a negative impact on the community or visitors.

Artist Recognition

The Community Project Working Group will erect a suitable plaque acknowledging the successful artist including the title of the Artwork and/or a short thematic description as appropriate.

Confidentiality

All submissions will be treated as confidential between the Community Project Working Group and the Artist.

Enquiries

Direct enquiries to:

Community Project Working Group
c/- Nicky Angus, Community Project Development Officer, Surf Coast Shire
Email: nangus@surfcoast.vic.gov.au
Mobile: 0409 964 731