

## Artistic Brief

### Surf Coast Shire Creative Initiative project

Surf Coast Shire is inviting a Community Arts Practitioner/s (hereafter referred to as the Artist/s) to work alongside the community to create a meaningful, shared outcome that reflects the character and identity of place.

This is an opportunity to collaborate with people across the Surf Coast Shire, explore local stories and experiences, and bring them together through a creative outcome that celebrates connection, creativity and community.

This project invites proposals across all art forms, including new work or work adapted for the Surf Coast Shire community. The selected artist/s will work with the community to develop a creative outcome to be delivered throughout 2026.

A quote and return brief must be submitted to the Surf Coast Shire Arts Team by 5.00pm, Monday 11 May 2026.

#### Objective

The Surf Coast Shire Creative Initiative delivers an inclusive and adaptable arts development model that supports creativity, wellbeing and connection. It aims to enrich cultural life for residents and position Surf Coast Shire as a vibrant creative destination.

The project will foster a sense of community by engaging residents of all ages and backgrounds in a shared cultural experience. This will be achieved through:

- Meaningful community participation and engagement
- Capturing and sharing the creative process
- Delivering a final outcome that celebrates community involvement.

#### Key outcomes and Deliverables

The Creative Initiative will be delivered in collaboration with the Surf Coast Shire Arts Team, using a community arts engagement framework.

#### Participation

- Foster an inclusive environment that encourages community participation in the arts (active and passive)
- Build meaningful partnerships with community groups and external stakeholders
- Work collaboratively with internal Council teams to strengthen cultural engagement.

#### Creative Process

- Develop a creative approach that supports community involvement and artistic exploration
- Facilitate a process that promotes community connection, wellbeing and safety.

#### Artistic Outcome

- Deliver an innovative, community-focused artwork that reflects local identity, stories and experiences
- Ensure the outcome responds to community aspirations, sense of place and pride
- Consider opportunities for the project to be adapted or replicated in other communities
- Support professional development opportunities for participating artists.

**Project co-ordination**

Day to day management of the creative process will be the responsibility of the Artist/s, with support from the Surf Coast Shire Arts Team.

**Project scope**

Key tasks include:

1. Confirm the project timeline to deliver key milestones
2. Finalise community engagement approach
3. Develop an Occupational Health and Safety plan
4. Develop an evaluation plan
5. Facilitate community engagement activities
6. Develop and refine creative outcome
7. Implement the final outcome
8. Facilitate evaluation and reporting.

**Project budget primary responsibilities**

The artist/s will:

- Develop and delivering the project concept
- Participate in project promotion as required
- Coordinate materials and equipment required
- Engage with the community in a professional and inclusive manner
- Maintain clear communication with Council and stakeholders
- Hold a current Public Liability Insurance
- Hold a current Working With Children Check.

**Project budget**

Council have allocated a budget of \$12,000 (excl. GST) for the delivery of this project.

The budget is expected to cover:

- Artist/s fees
- Planning and delivery of community engagement
- Development and delivery of the creative outcome
- All materials
- Travel and transport
- Labour and installation costs
- Attendance at nominated meetings
- Occupational health and safety requirements
- Equipment hire (if required)
- Communications and administration costs
- Insurances
- Any other associated project costs.

**2026 Project timeline**

Task / Milestone	Due Date
Submissions open	Friday 10 April 2026
Submissions close	5pm on Monday 11 May 2026
Short list and interviews (if required)	April – May 2026
Applicants notified of outcome	May 2026
Consignment of contractor	May - June 2026
Development of community arts project	June - July 2026
Community engagement and development	July - September 2026
Creative outcome and celebration	November 2026
Finalise evaluation	December 2026

**Considerations**

Proposals should align with:

- [Surf Coast Shire Council plan 2025 – 2029 \(incorporating the Health & Wellbeing Plan\)](#)
- [Surf Coast Shire Creative Places Strategy 2023 – 2031](#)
- Local community needs and context within Surf Coast Shire
- Best practice community engagement approaches
- Long-term ownership and future of the artwork, as Surf Coast Shire does not automatically collect or retain work.

**Submission Requirements**

Your return brief shall include at a minimum:

- A description of your proposed concept, including considerations (max 500 words)
- An outline of your community engagement approach (max 500 words)
- A proposed project timeline
- A current CV, including examples of previous work (visual support encouraged)
- Two professional referees
- A project budget/quote.

All applicants are encouraged to contact the Arts Development Office prior to making a submission.

**Assessment criteria**

Submissions will be assessed against:

- Artistic merit and alignment with the brief
- Quality of previous work
- Feasibility within the proposed budget
- Capacity to deliver within the project timeline.

Artists based in the Surf Coast Shire will be viewed favourably; however, applications are welcome from artists outside the region.

### **Payment**

The Artist shall submit invoices for each phase of the work completed. Invoices must:

- be submitted in a form approved by Council
- detail the payment claimed for the services completed, including the Purchase Order Number, the Contract Number and Name, the services being claimed for and the dates on which the services were performed and completed
- be in a form approved as a Goods and Services Tax (GST) Tax Invoice.

Part payment shall be made on receipt of satisfactory work at the end of each of the phases:

- Phase 1 - 20% to be paid at signing of contract.
- Phase 2 - 30% to be paid after confirmed design concept and community engagement.
- Phase 3 - 50% to be paid at delivering of outcome and evaluation report.

### **Copyright**

Copyright and Intellectual Rights remain with the artist/s. Surf Coast Shire reserves the right to document and promote the project for marketing and reporting purposes.

### **Submission application**

A quote and return brief are to be submitted to Surf Coast Shire Arts team no later than 5.00pm on Monday 11 May 2026.

Please lodge your submission by email, [artsteam@surfcoast.vic.gov.au](mailto:artsteam@surfcoast.vic.gov.au)

For more information and to discuss ideas, please contact the Arts Development Officer Bridget Rasmussen via email [artsteam@surfcoast.vic.gov.au](mailto:artsteam@surfcoast.vic.gov.au) or phone 0498 497 966.