



Murrumbidgee
COUNCIL

ARTIST'S BRIEF
Expression of Interest

MURAL
JERILDERIE SWIMMING POOL

21 September 2020

Contents

- Background 3
- Expressions of Interest 3
- Contact 4
- Project Specification 4
- Project Location 4
- Principal Objective..... 5
- Key Theme 5
- Conditions 5
- Disclaimer..... 6
- Consultation 6
- Materials and Maintenance 6
- Key Dates..... 6
- Timeframe..... 7
- Payment Schedule..... 7
- Required Support Material 7
- Evaluation 8
- In response to this EOI..... 9

Background

Murrumbidgee Council is undertaking a Town Revitalisation Project for each of their three (3) communities, with grant funding provided by the Australian Government's Drought Communities Programme-Extension.

The aim of the grant is to provide funding for drought relief projects, and is available for eligible Councils in areas impacted by drought.

A mural is proposed for a site situated in the main street of Jerilderie. This site is a concrete block wall approximately 24 metres wide x 3 metres high. The wall forms the pool treatment plant of the Jerilderie Swimming Pool (see photo below)



Expressions of Interest

Murrumbidgee Council is inviting Expressions of Interest from experienced artists or project teams under the direction of a lead artist, who have proven capacity, to submit a proposal to undertake public art as identified in the Project Specification below.

This involves submitting a concept design, as well as providing the required level of information and detail to enable a Council approved Panel to assess and determine which artist or team is to be commissioned to undertake the final Project artwork.

Concepts and final designs may be subject to community consultation dependant on time frames.

The designs should not portray or depict material in a way that is discriminatory or vilifies any person or community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief. The designs must be suitable for a general audience.

The requirement for both works is to provide an initial concept based around the key theme and to meet the principal objective specified herein for that particular work. The artwork may depict more than one image to capture multiple themes.

Up to four (4) artists or project teams shall be shortlisted from concept designs submitted according to the evaluation criteria. Shortlisted applicants will be paid a design fee of \$500 to submit a full proposal to the Panel.

Contact

For further information, your questions and EOI should be submitted to:

Samantha Star
Drought Support Officer
Murrumbidgee Council
35 Jerilderie Street
JERILDERIE NSW 2716

Phone: 0400 321 016 or 02 6954 4060

Email: mail@murrumbidgee.nsw.gov.au

Project Specification

Option 1

The creation of an eye catching and visually appealing piece of art, being a mural painted onto a concrete block wall, approximately 24 metres wide x 3 metres high, located at 119 Jerilderie Street, Jerilderie.

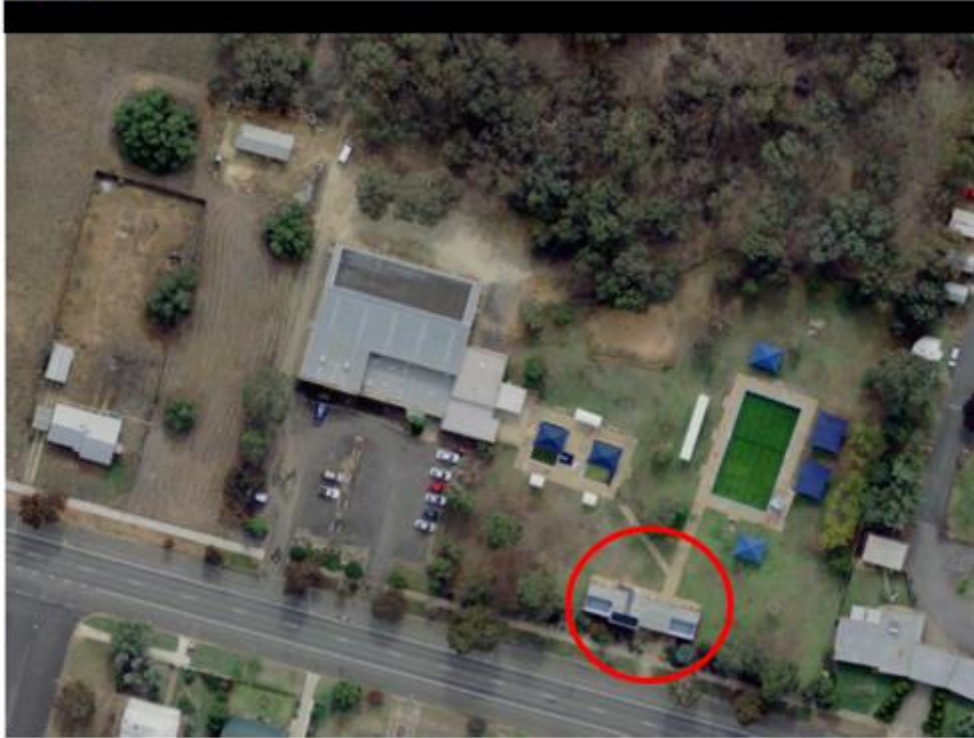
Option 2

The creation of an eye catching and visually appealing piece of art, being a painted mural which, upon completion, will be provided to Council to be scanned, enlarged and wrapped onto a concrete block wall or otherwise fixed as a 'semi-permanent' work and capable of being removed and relocated if required. The wall is approximately 24 metres wide x 3 metres high, located at 119 Jerilderie Street, Jerilderie.

Artists should clearly indicate in the Expression of Interest if they intend to submit a concept design for Option 1, Option 2, or both.

Project Location

Jerilderie Swimming Pool, 119 Jerilderie Street, Jerilderie (see map below)



Principal Objective

The principle objective of the mural is to create public art work that is visually appealing, adding colour, vibrancy, and character, while publicly celebrating those things which are considered important to our community, as well as visitors to the community.

Key Theme

Several themes have been identified for the site, and these include:

- Water;
- Sport and Recreation;
- Environment (including native flora and fauna); and
- Community

The artwork may depict more than one image to capture multiple themes.

Conditions

Rights in Perpetuity

In undertaking this project the artist acknowledges Council's right to use and reproduce the image in any media whatsoever in perpetuity for non-commercial purposes. The artist also recognises the Council's ownership rights over the finished artwork and given its location in a public place, to remove, relocate or otherwise dispose of should circumstances warrant without any consultation with the artist or project team.

Publicity

The project will be promoted through Murrumbidgee Council's communication strategies and networks, including websites, social media and media advertising. The artist grants Murrumbidgee Council permission to use any images or existing copy for promotion of the project.

The artist may use images of the artwork for their own purposes, crediting Murrumbidgee Council and the Drought Communities Programme-Extension.

Murrumbidgee Council to always credit the artist on site and, where possible, in reproductions.

Indemnification

The artist will confirm in writing that the Council will be indemnified from any adverse incident arising during the completion of the work

Disclosure

The artist and/or team will agree they shall not, without the prior written agreement of Murrumbidgee Council, represent or purport to represent Council; or express views or opinions purported to be representative of the Council; or disclose or make public any information or material acquired or produced in connection with providing the services.

Disclaimer

Council reserves the right not to proceed with any part of this project where it is considered that the standard and objective required by the Project is unlikely to be met.

Consultation

Concepts and final designs may be subject to community consultation.

Materials and Maintenance

Materials are to address Australian Standards, be high quality, durable (to withstand extreme heat/cold) and application and usage to follow recommended WHS processes and procedures. Artists will be encouraged to use environmentally sustainable products and methods where possible.

Key Dates

The Expression of Interest period opens Monday 21 September 2020 and closes at 3.00pm on Friday 13 November 2020.

The key dates for the process are outlined below. Please note these dates are subject to change and installation dates will be discussed with the successful artist/s.

Timeframe

Action	Date
Notification and advertising of EOI project	21 September 2020
Closing date for EOI submissions	13 November 2020
Public exhibition of concepts	Until 27 November 2020
Panel Shortlist to 4	3 December
Invitation to submit detailed design	7 December
Submission of detailed design	29 January 2021
Panel assessment and awarding of Project	4 February 2021
Commissioning of artwork	8 February 2021
Option 1 - Completion of mural	9 April 2021
Option 2 - Completion of art work on a suitable medium and provided to Council	15 March 2020
- Wrapped and affixed to structure and installed	Council to arrange
Public Launch	To be determined

Payment Schedule

- \$500 will be awarded to shortlisted artist at time of shortlisting.
- 25% of contracted price will be awarded on commission of the successful artist.
- Remainder 75% will be awarded on completion of satisfactory artwork painted/provided to Council.

Required Support Material

The Expression of Interest to be submitted by email to mail@murrumbidgee.nsw.gov.au and must include:

- a) Artist fee to undertake the project including all material costs, artist's fees, travel, insurance and disbursements
- b) A CV of the artist (s) and details of people to be involved in the artwork
- c) Examples of previous artwork and demonstrated evidence of capacity
- d) At least three (3) referees who can be contacted
- e) Concept artwork design
- f) General story associated with artwork design
- g) Proposed consultation to be undertaken
- h) Statement of capacity to carry out the artwork to meet the principle objective and theme for that work
- i) Available resources to carry out the project
- j) Explanation as to how artwork will be weatherproofed and maintenance free for an extended period of time/warranty

Evaluation

Each expression of interest will be evaluated on the following aspects:

1. The artist's and/or the team's capacity and demonstrated experience to deliver the project to a high quality and standard and to meet the requirements of the principle objective and key theme for the artwork *(Score out of 20)*
2. Positive referee feedback of capacity *(Score out of 10)*
3. The eye catching appeal of the concept design and the potential to generate a high visual impact and level of interest *(Score out of 20)*
4. The subject of the artwork and likely broader public acceptance *(Score out of 10)*
5. Ability to work in collaboration with the committee and demonstration of how this will be achieved *(Score out of 10)*
6. Local connections and experience and/or an ability to work in a positive and engaging manner with the local community *(Score out of 10)*
7. Project Plan to show how the project will be delivered on time and to budget *(Score out of 10)*
8. Information to show how the project will be managed and undertaken in accordance with best practice and artwork quality controlled, from the initial concept design to the finished high quality artwork on the building. *Note: The building is constructed of concrete block and the approximate dimensions of the mural will be 24 m wide x 3 m high*

Options that should be detailed and separately priced are:

- 8.1 Option 1 – design and painting the mural directly onto the building, including all surface preparation works *(Score out of 5)*
- 8.2 Option 2 – design and painting the artwork on a suitable medium in order for Council to arrange its printing, scanning, enlargement and wrapping onto either the concrete block wall or composite aluminium which will be attached to the building, where the original artwork will be of the size enough to withstand enlargement to proposed scale, to provide a high resolution finish *(Score out of 5)*

A written declaration must be made that, to the best of your knowledge, there are no conflicts of interest in being commissioned and carrying out the work.

The successful artist will be required to enter into a contract with Council for the project.

In response to this EOI

I/we (registered entity name): _____
(please print)

Of _____
Registered street address

ABN: _____ ACN (if any) _____

Mobile: _____

Email: _____

Option 1

The fixed price which I/we will undertake the project is \$_____ (GST inclusive) being designing, preparing and painting the artwork directly on the building in accordance with best practice.

AND/OR

Option 2

The fixed price which I/we will undertake the project is \$_____ (GST inclusive) being design and painting the artwork on a suitable medium, with Council to arrange its printing, scanning, enlargement, wrapping/finished installation on the building.

I/We agree that I am/we are bound by, and will comply with this EOI and its associated schedules and attachments.

The submitted price is valid up to forty-five (45) calendar days from the date of the EOI closing, unless extended on mutual agreement between the Council and the Respondent in writing.

I/We agree that there will be no cost payable by the Council towards the preparation or submission of this response, irrespective of its outcome.

Dated this day of _____

Signature of authorised respondent: _____

Name of authorised signatory _____
(please print)