



ARTIST'S BRIEF

YOUTH CO-DESIGN MURAL

City of Greater Dandenong
Youth and Family Services
2021

SUMMARY

- \$30,000 budget
- Art consultation workshop facilitation and delivery of a mural
- Exciting opportunity to work directly with young people and realise their creative aspirations.
- The site is next to one of Australia's best markets with foot traffic into the thousands every day!

We're looking for an artist that specialises in working with young people and can adapt their ideas and vision into a vibrant meaningful artwork. This exciting project will hand over creative control to the young people to create a sense of connection with place, their community, Council and local businesses.

The ideal artists will have experience working with young people and realising their creative aspirations. You may be an artist, or an artistic team, that has previously delivered a similar project.

As part of this commission, the selected artist or artistic team will be required to facilitate workshops with local young people to develop an artistic concept that can be painted professionally onsite.

The site is centrally located situated between Dandenong Market (a local hive of mural art), a car park and Council offices. The wall to be painted is the dividing concrete wall/fence that separates the car park from the Council offices and a prominent thoroughfare for market patrons and community members.

The artistic vision is to encourage our local young people to reflect on what they love, what they think is special and what connects them to their community. The goal is to turn their artistic vision into a vibrant, graphic print, pattern, image or similar that references their creative feedback from the consultation workshops.

We are not seeking graph or graffiti practices or aesthetic for this commission as the site is highly visible and a known hot spot for anti-social activity. As such, street art practices that may be inadvertently or unintentionally received by the public as graffiti is to be avoided.

KEY DATES

Expression of Interest Open Date	Wednesday 4 August 2021
Expression of Interest Closing Date	Wednesday 1 September 2021
Successful applicant advised	Friday 10 September 2021
Youth workshop delivery	Monday 27 September 2021 Thursday 30 September 2021
Development of three concepts and delivery by	30 October 2021
Project partners to choose concept by	7 November 2022
Site preparation and undercoat by	15 November 2022
Completed artwork by	15 December 2022
Unveiling event	21 December 2022
Maintenance Plan due by	15 January 2022

KEY INFORMATION

Location	Rear of 39 Clow St (see below for more detail)
Purpose	The location identified for the mural has struggled with negative perceptions of safety and a history of anti-social behaviour. The purpose of the 'Greater Dandenong. My Place. My Community' art project is to address this and instil a sense of pride and community connection for young people with Greater Dandenong.
Objectives	<ul style="list-style-type: none"> • Deliver art-based consultation workshops with young people to guide the concept design of the mural • Utilise consultation workshop feedback to develop the mural design concept • Deliver three rendered concept designs that capture the goals, aspirations and aesthetic of the consultation workshop feedback. • Fabricate a completed mural in line with all recommendations
Budget	The total project budget is \$30,000 including artist and facilitator fees, all materials and delivery.
Deliverables	<ol style="list-style-type: none"> 1. Minimum of 2 workshops with young people 2. Three concept designs (rendered) for project partners to choose from 3. Supply all materials required for the fabrication of mural 4. Painting of the completed concept onsite 5. A maintenance plan
Council to provide	<ol style="list-style-type: none"> 1. Engagement with schools and community groups to select workshop participants 2. Wall preparation for porous wall and coating of anti-graffiti varnish
Legal requirements	<ol style="list-style-type: none"> 1. Valid Working with Children Check 2. Public Liability insurance up to \$10m
Site variables	<ul style="list-style-type: none"> • Council buildings surrounding the wall serve as a service hub for the community. The area is a busy thoroughfare for community members and is used by people from all ages, genders, abilities and cultural groups. • There is little weather protection onsite. • The site is accessible to the public at all time. It's recommended the selected artist or team prepare bollards, witches hats or similar to direct

	<p>the public around the work zone.</p> <ul style="list-style-type: none"> • The adjacent market is open during weekends, Fridays and Tuesdays and can become very busy during open hours. • Artist to provide an outline of how they will consider appropriate risk measures and controls for handling of hazardous materials/ chemicals
Scale	<p>The wall measures 36.4m x 1.75m in total.</p> <p>The artist may paint the whole wall or just a portion.</p> <p>The final work is expected to be at least 8m long</p>
Materials	High quality exterior paint
Stakeholders	<p>Council</p> <p>Dandenong Market</p> <p>Southern Migrant and Refugee Centre</p> <p>Centre for Multicultural Youth</p> <p>Greater Dandenong Volunteer Resource Service</p> <p>Greater Dandenong and District Historical Society</p> <p>Dandenong Neighbourhood House</p>
Selection criteria	<p>Artists will be shortlisted based on the following criteria:</p> <ol style="list-style-type: none"> 1. Demonstration of artistic capacity and experience 2. Experience delivering similar projects incorporating young people and/or co-design practices 3. Experience in executing vision and methodology for workshops and reflecting the ideas of young people and broader community in the creation of the art mural 4. Ability to deliver within the project budget
Selection panel	<p>The panel reviewing EOIs will consist of:</p> <ol style="list-style-type: none"> 1. A member of Council Youth Services 2. A member of Council Arts and Cultural Development 3. A member of Council Placemaking 4. A member of Connection Arts Space
Lifespan	Up to ten years

HOW TO APPLY

Please prepare the following to include in your online submission:

1. Creative Resume / Curriculum Vitae (maximum 1 page)
2. Artist Biography / Statement – including prior experience working with community to fabricate a community initiated artwork (250 words)
3. Vision for youth workshops and incorporating the ideas and concepts of young people in the final design (250 words)
4. Examples of past artwork or link to a website that displays work
5. Budget Template

Closes 5pm, Wednesday 1 September 2021

Expression of Interests must be submitted online through the 'Greater Dandenong. My Place. My Community' tab at <https://www.greaterdandenong.vic.gov.au/arts-and-culture/arts-opportunities>

FURTHER INFORMATION

SCOPE

In Scope	Out of Scope
<ul style="list-style-type: none">• The palette should be youthful, edgy, bright and eye catching• The work should elicit excitement and pride, be representative of the City of Greater Dandenong and celebrate diversity.• The work should appeal to members of the community of all ages, cultures and backgrounds• Paint-based• Co-designed with young people• Graphic patterns, shapes, images, pictures or other realistic or abstract representations• Using only a portion of the entire wall	<ul style="list-style-type: none">• Graffiti or tagging• Use of brand names, celebrities or slogans• Cultural references, if not the culture the artist identifies with (unless directly consulted with representatives of that community, including First Nations' culture)• Sculpture or sculptural elements• Stickers or decals• Landscaping or changes to the structure of the wall• Community participation in the mural fabrication

CONTEXT

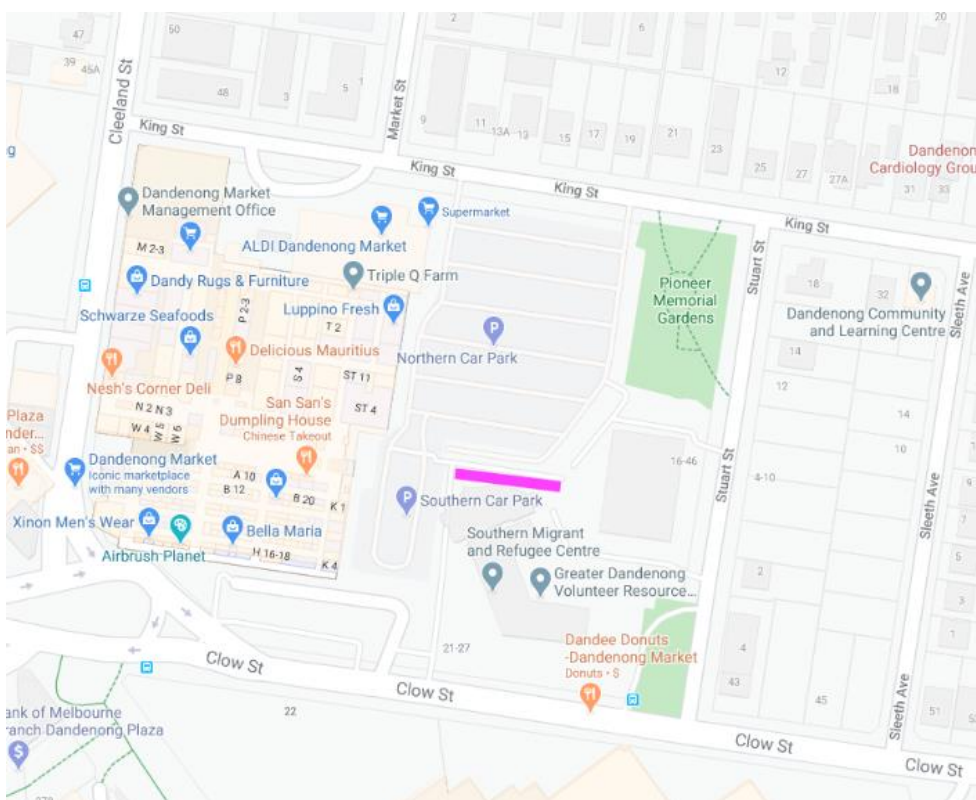
- The City of Greater Dandenong is proudly recognised as Australia's most culturally diverse municipality.
- In 2021, nearly 31,000 residents in Greater Dandenong were aged 12-25 years, representing approximately one in six residents.
- In 2016, half of Greater Dandenong residents aged 12-25 were born overseas. They come from 104 different birthplaces, including India, Afghanistan, Vietnam, Cambodia, Sri Lanka, China, Pakistan and Burma.

ARTWORK LOCATION

- The location of the wall demarcated for the mural is adjacent to the rear of the Council Buildings at 39 Clow St. These Council buildings surrounding the wall serve as a service hub for the community, accommodating a number of community services, including:
 - Southern Migrant and Refugee Centre
 - Centre for Multicultural Youth
 - Greater Dandenong Volunteer Resource Service
 - Greater Dandenong and District Historical Society
 - Dandenong Neighbourhood House

The location is also a common thoroughfare for community members and market patrons to access Dandenong Market.

The wall is identified in the below maps (denoted in red and pink).





The wall measures 36.4 metres in length. The height of the wall steadily increases from 1.2m to 1.75m.

BUDGET TEMPLATE

Budget Template*

Artist Fees	
Superannuation (10% of artist fees)	
Licensing for design software	
High-vis vests	
High quality exterior paint, brushes, drop sheets etc	
Safety equipment hire, such as bollards or witches hat hire	
Cleaning materials	
Total	

**Council does not pay for travel, accommodation, food or associated costs.*

PUBLIC LIABILITY INSURANCE

Artists are required to have (or be willing to secure) public liability insurance. If you do not have public liability insurance at the time of submitting your proposal, this can be added as an item in the budget (i.e. you are allowed to finance insurance as part of the fee).

If seeking insurance, the following associations may be considered based on your individual requirements.

- NAVA (National Association of Visual Artists) – visualarts.net.au
- Craft Victoria – www.craft.org.au/accredited-membership

FURTHER INFORMATION

The following links provide further information about Greater Dandenong Youth and Family Services.
<https://youth.greaterdandenong.vic.gov.au>