

PUBLIC ART: DECAL WALL

DESIGN BRIEF:

First Nations Artists



The Mornington Peninsula Shire seeks to engage a First Nations Artist to create a temporary digital artwork for NAIDOC Week.

Context

The Mornington Peninsula Shire is a promontory separating the Port Phillip Bay and Western Port, just over 40 kms southeast of Melbourne.

Characterised by unique townships, highly valued green wedge land, areas of national and international conservation significance and covering 723 Km² of land, the Mornington Peninsula encompasses 10% of Victoria's coastlines, spanning 192 kilometres.

The Peninsula forms part of Bunurong Country, with Bunurong Land Council Aboriginal Corporation being the Registered Aboriginal Party. The Bunurong people have occupied this land for at least 60,000 years, and their continued custodianship of Country plays a vital role in the life of the region. The Mornington Peninsula includes several significant sites of tradition and ceremony, including Monmar (Point Nepean), Wonga (Arthurs Seat) and Tunnahan (Cape Schanck).

Reminiscent of the Mediterranean with its vineyards and olive groves, historic country house retreats and intimate hotels, the Peninsula is one of the major holiday destinations for Melbourne. It encompasses some of Victoria's most iconic national and state parks, world class wineries, a large and diverse range of parks and reserves, foreshore areas, wetlands, and a myriad of bay walking trails.

The Peninsula has an older population with 24% of the population aged over 65, the highest proportion in Greater Melbourne. The Shire's industry strengths include building construction, manufacturing, healthcare, tourism and agriculture, forestry and fishing.

The project aligns with the Public Art Policy which aims to commit to building a culturally aware and engaged community through the arts and to provide an environment in which artistic and cultural expression in the public domain is encouraged and valued.

The Commission

The Shire is using the Expression of Interest commissioning method to engage a First Nations artist to deliver the project. There will only be 1 Stage to the commissioning process.

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The Site

Mornington Shire Office external wall
2 Queen Street Mornington



Size of site

3310 (height) mm x 9820(width)mm

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Theme

The Next Generation: Strength, Vision & Legacy

As we enter 2025, NAIDOC Week marks a powerful milestone: 50 years of honoring and elevating Indigenous voices, culture, and resilience. The 2025 theme, "The Next Generation: Strength, Vision & Legacy," celebrates not only the achievements of the past but the bright future ahead, empowered by the strength of our young leaders, the vision of our communities, and the legacy of our ancestors.

Production and exhibition

The selected artwork will be digitally printed on vinyl in full colour and installed on the front of the Morning Shire Council building

Fabrication, installation and de-installation costs will be covered by Mornington Peninsula Shire.

The selected artwork will be exhibited July – October

Artist Fee & Responsibilities

Fee

The commissioned artist fee will be **\$5000 (ex GST)**. The fee includes,

- design
- meetings as required
- Travel costs
- Participation in media calls, interviews and publicity

The shire will:

- Print the digital artwork onto vinyl
- Install the vinyl
- Provide the site
- Project Management
- Communications and Marketing

Contractual Arrangements

The artist will be engaged by the Mornington Peninsula Shire. Payment of the fee will be made in two instalments according to the schedule outlined in this document

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Transfer of title and intellectual property rights

The Artist grants the Mornington Peninsula Shire a Non-Exclusive Limited Copyright Licence to store and reproduce the artwork for the purposes record-keeping and promotion of Shire activities. This is including but not limited to: -

- reproduction of the Artwork or subject matter on an electronic database, including on-line formats, for collection management and public research.
- reproduction in printed form as part of print publication or produced by the Mornington Peninsula Shire
- reproduction in on-line formats produced by the Mornington Peninsula Shire for the purposes of promotion of public programs, access and interpretation.
- to be included in reports and information brochures in print, and on-line formats to promote the Mornington Peninsula Shire and for inclusion in essays and articles for magazines, newspapers, print, electronic and on-line journals.
- reproduction for the purpose of making the Artwork or subject matter available to third parties solely for the other purposes set out above on behalf of the Mornington Peninsula Shire

All Copyright and Intellectual Property rights will remain with the Artist.

The Mornington Peninsula Shire will ensure that the Artist's preferred name and the name of the Artwork appear on any website or in any promotional material in which images of the Artwork appear.

Timeline

Key Milestone	Indicative Timeline	Payment
EOI opens	Friday 28 February 2025	
EOI closes	Sunday 30 March 2025	
Artist selected	Friday 4 April	50% of commission fee
Artwork Concept due	Sunday 18 May	
Artwork Concept sign off	Friday 23 May	
Production and Installation of Artwork	Monday 27 May-Monday 3 June	Reconciliation Week 50% of commission fee
Installation of Artwork	Tuesday 1 July	
Celebration	Sunday 6 July	

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How to Apply

Please note that artists do not require to submit a concept proposal.

- 1 a short statement including a brief artist biography and outline of your creative practice (approximately 200 words)
2. a maximum of 3 images of recent work (minimum 300dpi)

Expression of Interest submissions will only be accepted as 1xPDF document and not exceeding 3 pages.

For more information and to email your 1xPDF document please contact
publicart@mornpen.vic.gov.au

Sunday 30 March 2025 11.59pm. Submissions will not be accepted after the deadline.