

# PUBLIC ART BRIEF:



MORNINGTON  
PENINSULA  
Shire

## Design for Decal: *Lead Youth Workshops to Create Public Art*

The Mornington Peninsula Shire seeks to engage an experienced First Nations digital artist to work with First Nations young people to deliver a temporary public art project at the Tounnin Wominjeka Youth Hub in Rosebud in May-June 2025

### Overview

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 Km<sup>2</sup> of land, the Mornington Peninsula encompasses 10% of Victoria's coastlines, spanning 192 kilometres.

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 an Expression of Interest commissioning process to engage a First Nations digital artist to work with young people to deliver a temporary digital mural on the newly built Youth Hub in Rosebud.

The artist will collaborate closely with young people to co-design a meaningful and engaging artwork. This participatory process will empower young individuals, fostering a deeper connection with their community and culture. The resulting artwork will reflect their voices and shared stories, celebrating the richness of First Nations culture.

The artist will develop a final digital design that encapsulates this collaborative journey. The design will then be professionally printed on vinyl and installed on the exterior wall of the Tounnin Wominjeka Youth Hub transforming the space into a vibrant and culturally inclusive environment. This project aims to honour First Nations heritage while creating a welcoming, inspiring, and inclusive space where young people can feel a sense of pride and belonging.

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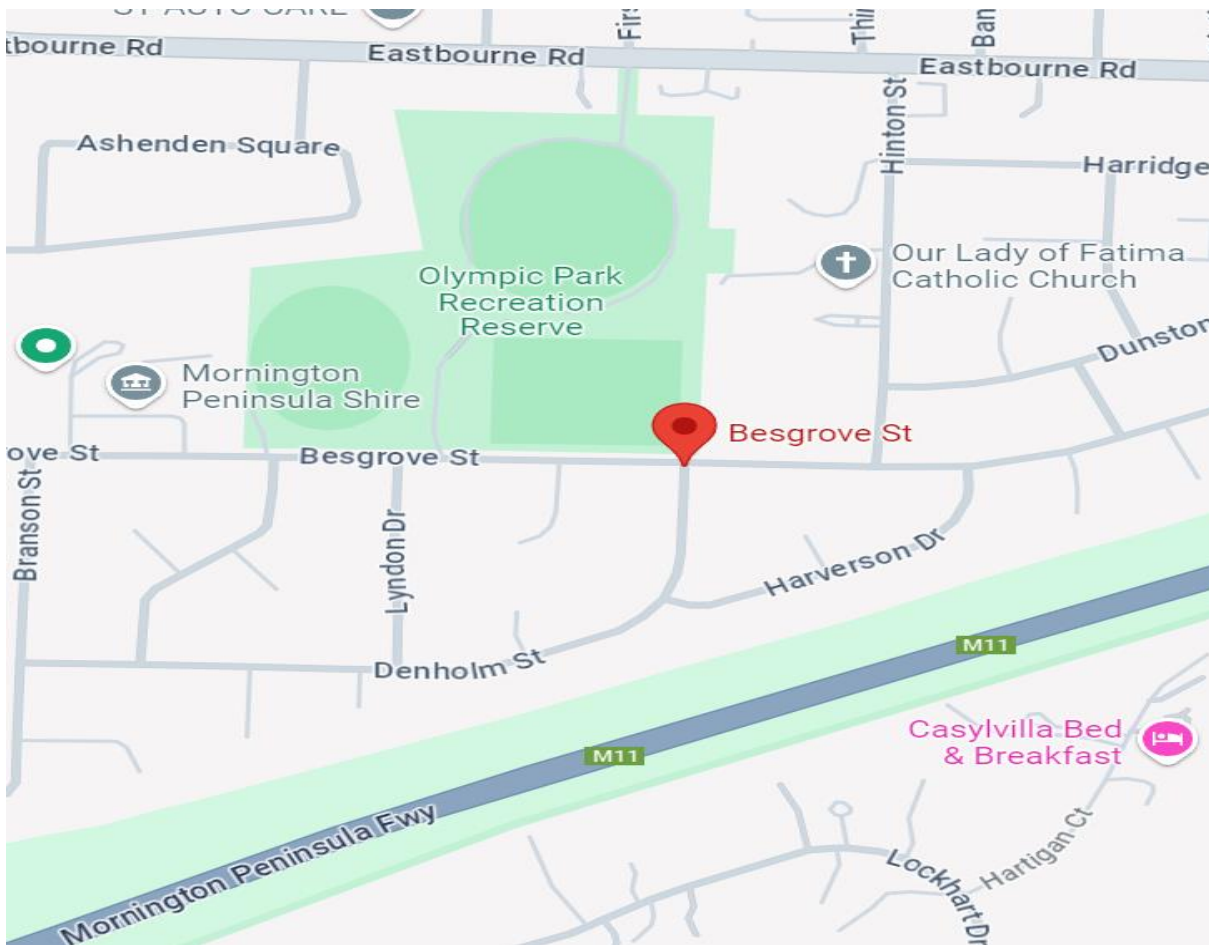


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### The Site and Size

Location: Besgrove Street, Rosebud 3936 [View Map](#)



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Size: 8.4m x 2.4m



Life span of Artwork: This is a temporary artwork with a lifespan of 3-5 years

### Theme

The themes of the final artwork will be determined by the young people through 5 workshops and mentored by the artist. The final work will be created by the artist.

### Artist Fee & Responsibilities

#### Fee

The commissioned artist fee will be \$6,000 (ex GST). The fee includes:

- Design and facilitation of five workshops to actively engage and support young people in the co-design and creation of the artwork, ensuring their contributions are valued and integral to the final design.
- Conceptual design and development of the final artwork.



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- Participation in meetings (online and onsite) and collaboration with the Shire to develop workshop plans and refine the artwork concept.
- All required insurances.
- Travel costs.
- Participation in media calls, interviews, and publicity activities.
- Adherence to all Working with Children requirements.

The shire will provide:

- Production and installation of the vinyl mural
- Provide the site
- Project Management
- Communications and Marketing
- Documentation (photography/video)
- Workshop materials

### **Contractual Arrangements**

The artist will be engaged by the Mornington Peninsula Shire. Payment of the fee will be made in upon signing the contract (100%)

### **Intellectual property rights**

The Artist grants the Mornington Peninsula Shire a Non-Exclusive Limited Copyright Licence of 5 years to store and reproduce the artwork for the purposes of 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 exhibitions produced by the Mornington Peninsula Shire
- reproduction in on-line formats produced by the Mornington Peninsula Shire for the purposes of exhibitions, 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

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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.

### Commissioning Process

This is a one stage process.

- The artist will be selected through an Expression of Interest process.
- Applications will be assessed by the Public Art Assessment Panel.
- The Assessment Panel will select one artist for the project.
- Final artwork presented for sign off.

### Timeline

Key Milestone	Indicative Timeline
Expression of Interest advertised	Monday 16 December 2024
Expression of Interest close	Sunday 16 February 2025
EOI Assessment	End of February
Artist selected and contracted	First week of March
Site meeting with project manager	End of March
Artist to deliver workshop outline	Mid-April
Workshop 1	Monday 26 May
Workshop 2	Monday 2 June
Workshop 3	Monday 9 June
Workshop 4	Monday 16 June
Workshop 5	Monday 23 June
Final Design presented for sign off	Monday 30 June
Artwork installation	1 <sup>st</sup> Week of July

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### How to Apply

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

1. Artist CV (max 2pages)
2. Up to 10 images or website, instagram or linkedin of relevant digital artworks
3. A cover letter indicating:
  - availability to meet project outcomes.
  - experience working with young people
  - experience delivering workshops
  - experience in delivering digital artworks for large outdoor spaces
  - evidence or intent of applying for public liability insurance (see NAVA rates [Insurance :: NAVA \(visualarts.net.au\)](#))

Expression of Interest submissions will only be accepted as 1xPDF document and not exceeding 5pages.

Please email your 1xPDF document to the Public Art and Heritage Officer  
[publicart@mornpen.vic.gov.au](mailto:publicart@mornpen.vic.gov.au)

Sunday 16 February 2025 11.59pm. Submissions will not be accepted after the deadline.

For more information please contact:  
Public Art and Heritage Officer  
[Publicart@mornpen.vic.gov.au](mailto:Publicart@mornpen.vic.gov.au)