

# PUBLIC ART BRIEF:

## Mural – Mornington Peninsula Shire Animal Shelter & Pound



**Mornington Peninsula Shire invites Expressions of Interest (EOI) from experienced mural artists to create a site-specific artwork at the Mornington Peninsula Shire Animal Shelter & Pound.**

The primary purpose of the Animal Shelter & Pound is to assist animals in need. For more than 30 years, we have cared for cats, dogs, livestock, and pocket pets, ensuring they receive the care and support they deserve. Every animal's journey here is one of compassion and dedication, and we aim to reflect that in this mural.

### **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.

The Mornington 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).

The project aligns with the Public Art Policy and Public Art Framework 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 model to engage an artist. There will only be 1 Stage to the commissioning process.

The artwork should celebrate the joy, resilience, and bond between animals and people, fostering a welcoming, uplifting atmosphere for visitors, staff, volunteers, and—most importantly—the animals in our care.

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### The Site

130 Watt Rd Mornington

The mural will be located at the newly designed and constructed Mornington Peninsula Shire Animal Shelter & Pound, **130 Watt Road, Mornington**. This new building expands the current facility and will serve as the dedicated space where prospective dog owners can meet and interact with dogs.

The selected artist will have the opportunity to work across **all surfaces** of the annex, creating a cohesive and engaging design. Available areas include:

- External walls
- Internal corridor walls
- Corridor ceiling surfaces
- Ceiling awnings

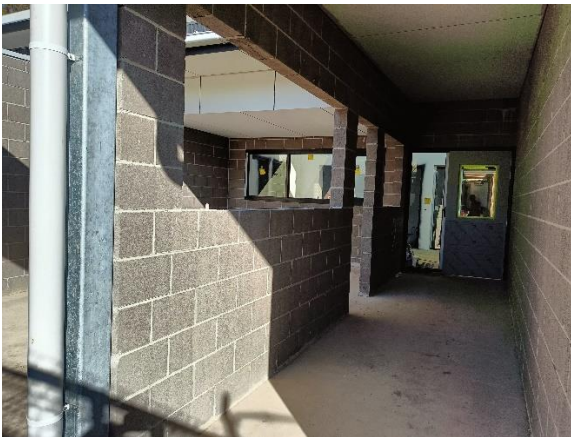
The building's fresh construction provides smooth, paint-ready surfaces and uninterrupted wall spans, allowing for large-scale, high-impact designs.

For more information about the refurbishment and new annex please go this webpage where you will see maps, photos and 3D modelling of the new centre. [Mornington: Community Animal Shelter Refurbishment – Mornington Peninsula Shire](#)



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### Project Objectives

The mural should:

- Reflect the values of compassion, care, and connection between animals and people.
- Be visually engaging for visitors of all ages.
- Suit the site's architecture and complement its surroundings.
- Provide a lasting, durable artwork suitable for an outdoor environment.

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### **Design Considerations:**

- Use a calming, animal-friendly colour palette (e.g., soft earth tones, warm neutrals, muted greens/blues, salmon/coral tones).
- Avoid overly bright, high-visibility, or harsh colours that could cause stress to animals and increase triggers.
- Ensure the design encourages visitors to focus on the dog or animal they are meeting, without unnecessary visual distractions.
- Incorporate elements that reflect both the local community and strong animal welfare values.

### **Animal Behaviour Rationale:**

Research and best practice in animal welfare design show that muted, natural tones create a calmer environment for animals, helping to reduce stress and promote positive interactions. Overly vivid or high-contrast colours can increase arousal or anxiety in some animals, particularly in shelter environments where they are already adapting to new sights, sounds, and smells. A thoughtfully chosen palette not only benefits the animals but also helps visitors feel relaxed and engaged, leading to better adoption outcomes.

### **Artist Fee and Responsibilities**

The commissioned artist fee is \$10, 000.

The fee includes:

- One site visit before developing the concept
- Concept development in consultation with the Shire's project team.
- Final design presentation, and mock-up.
- Preparation and installation of the mural, including wall prep (undercoat)
- Use of high-quality, weather-resistant materials paints
- Public Liability Insurance
- meetings as required
- Travel costs
- Participation in media calls, interviews and publicity

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The shire will:

- Provide the site
- Project Management
- Provide the protective coating
- Communications and Marketing

### **Contractual Arrangements**

The artist will be engaged by the Mornington Peninsula Shire. Payment of the fee will be made upon signing of the contract.

### **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.



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### Timeline

| Key Milestone            | Indicative Timeline          | Payment                |
|--------------------------|------------------------------|------------------------|
| EOI opens                | Monday 18 August             |                        |
| EOI closes               | Wed 3 September              |                        |
| Artist selected          | Friday 5 September           | 100% of commission fee |
| Artwork Concept due      | Wed 17 September             |                        |
| Artwork Concept sign off | Friday 19 September          |                        |
| Installation             | Monday 29 Sep- Sun 5 October |                        |
| Protective Coating       | Tuesday 7 October            |                        |
| Celebration              | TBC                          |                        |

### How to Apply

#### Eligibility

We encourage applications from professional artists and artist teams with proven experience in large-scale public murals.

#### Submission Requirements

Please include:

1. A brief statement outlining your interest in the project and how your practice aligns with the themes (max 200 words).
2. A short biography and CV (max 2 pages).
3. Examples of previous mural or public art projects (up to 6 images with descriptions).
4. An indication of your availability in October 2025.

#### Selection Criteria

- Artistic merit and creativity.
- Relevance to project themes and context.
- Demonstrated experience in delivering high-quality murals on time and within budget.
- Durability and suitability of materials.

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**PLEASE NOTE THAT ARTISTS DO NOT REQUIRE TO SUBMIT A CONCEPT PROPOSAL.**

**Expression of Interest submissions will only be accepted as 1xPDF document and not exceeding 6 pages.**

For more information and to email your 1xPDF document please contact  
[publicart@mornpen.vic.gov.au](mailto:publicart@mornpen.vic.gov.au)

**Wednesday 3 September 2025 11.59pm.**  
**Submissions will not be accepted after the deadline.**