

PUBLIC ART: Waste Truck Artwork BRIEF:



The Mornington Peninsula Shire seeks to engage an artist to create three designs that will be featured on 36 waste trucks

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).

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Artwork BRIEF:



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.

There are almost 100,000 kerbside bin services provided to households on the peninsula, with waste collection being a key responsibility for the Shire. These are a typically general waste, commingled recycling and Food Organics/Garden Organics (FOGO) service, with future rollout of a glass bin service. Waste collection is an important function that protects our environment and allows a lot of material to be managed responsibly and resources to be recycled. Waste services are a significant cost to Council and managing contamination in each bin helps keep these costs low for everyone. The waste collection vehicles can be used to spread important messages to the community about waste management.

There are many household items that are either hazardous and can damage waste collection vehicles or the environment, or need to be separated so they can be recycled properly. These items (such as E-waste, batteries, textiles, gas bottles, building materials and many others) need to be kept out of the kerbside bin services.

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 an artist to deliver the project. There will only be 1 Stage to the commissioning process.

Eligibility

Open to artists based in Greater Melbourne who can effectively represent waste issues and environmental themes relevant to the Mornington Peninsula. Preference will be given to artists with a demonstrated connection to the Peninsula.

Project Scope

- Artwork will be featured on **36 waste trucks** and remain in use for **up to ten years**.
- The design should align with and support the **Shire's key waste messages**, which could include:
 - Hazardous waste and the dangers involved with mis-managing this material
 - The importance of putting the right thing in the right bin to help recycling happen and reduce environmental impacts
 - Food and green waste, including the value of recycling organic waste and keeping food out of landfill

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- Reference materials, including past campaign visuals and waste messaging, are provided for **context**—artists are encouraged to interpret these themes creatively rather than replicating them directly. Some text elements may be added to the final design.
- Final messaging will be confirmed with the successful artist upon award.

Artistic Approach

The style is open-ended—final artwork format is to be **vector graphics**. We encourage innovative and engaging designs that resonate with the Peninsula's environmental values while supporting key waste service messages.

Production and display

The selected artwork will be digitally printed on vinyl in full colour and installed on 36 Waste Trucks

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

The selected artwork will be displayed on the 36 Waste Trucks for up to ten years.

Artist Fee & Responsibilities

Fee

The commissioned artist fee will be **\$18 000 for (ex GST) for 3 designs**. The fee includes,

- X3 designs
- meetings as required
- Travel costs
- Participation in media calls, interviews and publicity

The shire will:

- Print the digital artwork onto vinyl
- Install the vinyl on 36 waste trucks
- 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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Artwork BRIEF:



Transfer of title and intellectual property rights

The Artist grants the Mornington Peninsula Shire a Non-Exclusive Limited Copyright Licence for 5 years 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	Timeline	Payment
EOI opens	Friday 28 March 2025	
EOI closes	Sunday 20 April 2025	
Artist selected	Monday 28 April	50% of commission fee
Artwork Concepts x 3 due	Wednesday 28 May	
Artwork Concept sign off	Friday 30 May	50% of commission fee
Production and Installation of Artwork	June 2025	

How to Apply

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

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- 1 a short statement including a brief artist biography and outline of your creative practice (approximately 200 words)
2. a maximum of 5 images of recent work (minimum 300dpi), website address/Instagram

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

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

Sunday 20 April 2025 11.59pm. Submissions will not be accepted after the deadline.