

Public Art Project – Expression of Interest (EOI)

Churchill Monash Way Underpass Mural

Latrobe City Council (Council) is seeking an experienced outdoor mural artist to reimagine an existing design/colour palette and deliver a painted mural on the surfaces of the Churchill Monash Way underpass tunnel and the side abutment walls.

Project Summary

Commission	Delivery of murals on the surfaces of the Churchill Monash Way underpass tunnel and abutment walls	
Commission Process	Stage 1	Respond to this EOI via email
	Stage 2	Up to two artists or artist teams will be shortlisted and invited to develop a concept design proposal Each shortlisted artist or artist team will receive a concept design development fee One successful artist or artist team will be selected
	Stage 3	Once the final design is selected, Council will work with the selected artist to finalise the design and project delivery plan
	Stage 4	Delivery of the mural including prepare the base coating of the structure prior to the installation, facilitate a 'community painting day', and install anti-graffiti coating after the installation

Location	Monash Way underpass, Churchill <u>38°18'49.1"S 146°25'11.0"E</u>
Project Budget Total	\$50,000 (exclusive of GST) The budget is inclusive of all deliverables and associated costs The below breakdown must be included in applicants' budget
Shortlist Concept Design Fee	\$1,320 concept design fee + \$180 superannuation per artist or artist team (2 artists or artist team will be shortlisted)
Artist Fee (inclusive of project budget)	\$25,000 artist fee + \$3,000 superannuation Not inclusive of materials & in line with NAVA rates
Paint and Materials	\$15,000
Contingency inclusive of 12 months maintenance fee	\$4,000 Fee paid to artist as a contingency for the first 12 months of the work

Responding to the Expression of Interest

Note no fees will be paid for the submission of an EOI	
EOI Submission Lodgement	Must be a PDF file via email to <u>publicart@latrobe.vic.gov.au</u>
EOI Closing date and time	5:00pm, Monday, XXXX 2026 No late submissions will be accepted
Submission Documentation	Artists or artist teams must include the following in your PDF response: - A brief biography and current resume(s) demonstrating your skills, experience and/or qualifications in relation to your arts practice (no more than 2 pages per artist or artist team member) - A statement in response to the artist brief outlining your interest, concept approach responding to themes, and understanding the context and area - Previous artwork examples: up to ten images of previous mural artworks that demonstrate your arts practice and the style of work you would bring to this project
Contact with Council	Melissa Forlano – Coordinator Arts & Culture 0427 510 495 <u>Melissa.Forlano@latrobe.vic.gov.au</u>

Latrobe City

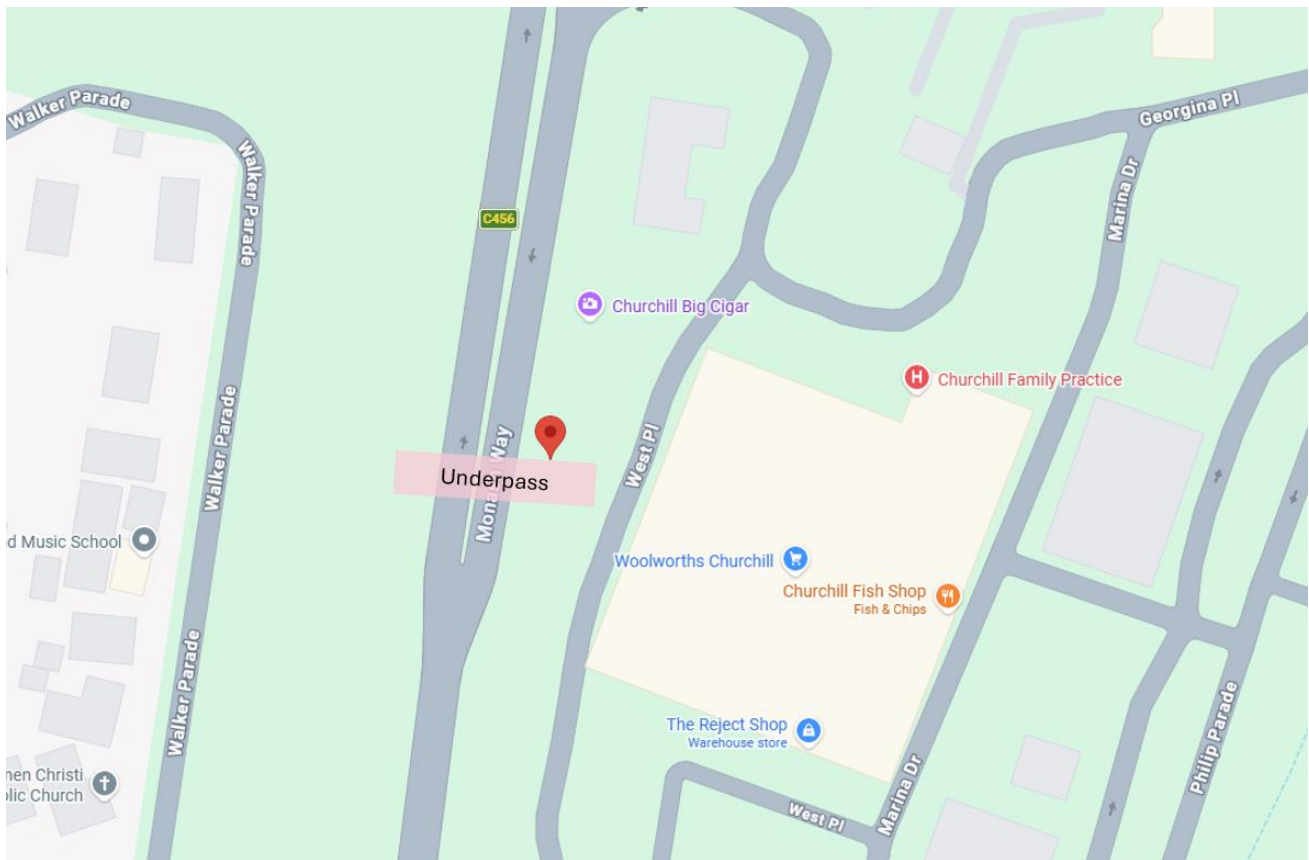
We are located approximately 150kms east of Melbourne and are one of Victoria's major regional centres.

Our region is made up of four central towns: Churchill, Moe/Newborough, Morwell, Traralgon. We have smaller rural townships of Boolarra, Glengarry, Toongabbie, Tyers, Traralgon South, Yallourn North and Yinnar.

We are less than two hours' drive from Melbourne Airport along the Princes Freeway (M1) and around an hour and a half from central Melbourne. V/Line runs hourly rail services between Melbourne and Traralgon. We have traditionally been recognised as the centre of Victoria's electricity industry, which is derived from one of the largest brown coal reserves in the world. We are also at the centre of a large forestry industry which services Australian Paper's pulp and paper mill (the largest in Australia) and other sawmills.

Other industries in the area include food processing (Lion - Morwell), engineering, post-secondary education with the new Federation University Australia and the service sector. Being the largest population centre in the Gippsland region, Latrobe City acts as the regional headquarters for Government agencies and private operators including banks and insurance companies.

Site and Location Details



Above: satellite view of the location, underpass highlighted in pink

The Monash Way pedestrian underpass is a key thoroughfare for pedestrians and cyclists connecting nearby residential areas to the shopping centre. The pathway is particularly well-utilised by the local community. However, the underpass itself has been subject to significant levels of graffiti. The site has been selected in consultation with the local community to make the underpass feel more welcoming and safer.

The artwork will be painted primarily on all the surfaces of the tunnel (including ceiling and the facades outside; excluding pedestrian footpath) and the side abutment walls to entice pedestrians around to view the artwork.

Council will power wash the site in advance of work taking place.

The dimensions of the tunnel are: approximately length 12,600mm, height 2,500mm, width 2,500mm.

The dimensions of the side abutment walls are: approximately length 4,000mm (each side), height 2,600mm (tallest point)



Above: photo of the underpass, west end, tunnel and side abutment walls highlighted in pink

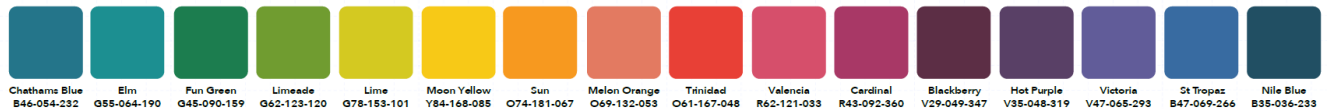


Above: photo of the underpass, east end

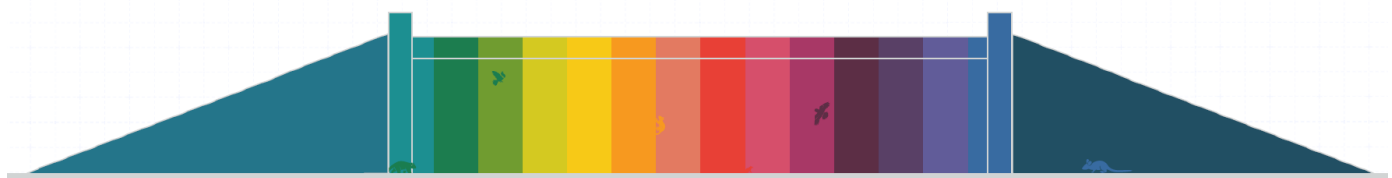
Artist Brief

This mural commission is based on an existing design/colour palette distilled from previous community consultation and a series of animal silhouettes/stencils completed by Kurnai College students, as pictured below. Each stencil fits within an A2 page and photos can be provided if needed.

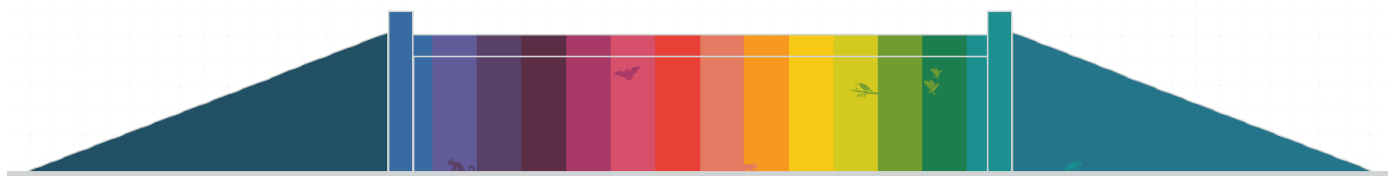
The new design is to remain the existing design/colour palette inspiration but is open to the interpretation of the artist or artist team.



▲ Colour Palette - Resene



▲ East Wall



▲ West Wall



▲ Ceiling



▲ Animal Silhouettes

The successful artist or artist team shall demonstrate experience of successfully implementing large scale outdoor murals and will be chosen for their high impact work and the ability for their mural to be easily maintained.

The artist or artist team must have the experience and skills to support with engaging communities and mentoring young people, i.e., facilitating a 'community painting day'. To encourage local participation, it is desirable that the artist or artist team has knowledge of, or a connection to Churchill and the Gippsland region. However, this is not a mandatory requirement and the Latrobe City Council will support with the community engagement process.

As the artwork will be publicly displayed in an outdoor location, the artwork must be:

- appropriate to be viewed by people of all ages

- culturally appropriate and the artist or artist team should follow best practice protocols for producing artwork that references First Nations peoples, Culturally and Linguistically Diverse communities and cultural material/themes
- protected with anti-graffiti coating when the installation is complete

Please be aware:

- Council will not accept political works of any nature for this project

Note, due to the upcoming lighting upgrades in the underpass, the successful artist or artist team will also be able to make recommendations on potential lighting options and/or designs in order to ensure the mural and lighting can co-exist with the built environment and the functionality of space.

Concept Design Development

Following the EOI process, up to two artists or artist teams will be selected to develop respective concept design proposals. Council will require the following to be sent through in a PDF file via email to publicart@latrobe.vic.gov.au

- Drawn designs in full colour
- Breakdown of proposed colours, with their colour chart names
- A methodology/work plan, e.g., indication of materials, fabrication, equipment to be utilised, installation methods and maintenance, durability, stakeholder consultation
- A detailed timeline and itemised budget for completion of the project
- A risk assessment and management plan, e.g., identified risks that may impact schedule and details of responsible parties for the installation of the work and describe any potential risks associated with the installation of the work and how those risks will be mitigated

Indicative Timeline

Stage 1 – Expression of Interest (EOI)		
Respond to this EOI via email.	Due Date	Outcome
	2pm Wednesday, XXXX 2026	Applicants will be notified of the outcome by Friday, XXXX 2026
Stage 2 – Concept Design Development		
Shortlisted artists to complete and send in via email their concept designs for the final artwork.	Due Date	Outcome
	2pm Tuesday, XXXX 2026	Applicants will be notified of the outcome by Friday, XXXX 2026
Stage 3 – Contract		
Contract signing	Due Date	Outcome
	2pm Tuesday, XXXX 2026	Signed contract will outline the expected date for work to start
Stage 4 – Installation & Project Completion		

Installation and final delivery of the project	Due Date	Outcome
	Friday, XXXX 2026	Final work completed and handed over to council

Artist Responsibilities

The artist's responsibilities include:

- Designing work in line with the artist brief
- Making recommendations on potential lighting options and/or designs for the future lighting upgrades
- Establishing a reasonable lifespan for the artwork
- Preparing the base coating of the structure prior to the installation and install anti-graffiti coating after the installation
- Ensuring that the pathway remains open for cyclists and pedestrians wishing to walk under the underpass when work is being undertaken
- Facilitating a 'community painting day'
- Communicating regularly with Council
- Arranging reasonable budgets and timelines
- Negotiating arrangements with their representing gallery or agent, where applicable
- Seeking advice where needed in relation to finances, insurance, intellectual property, legislative and regulatory requirements, materiality, fabrication and engineering
- Holding appropriate insurance and providing current Working with Children Check if undertaking community engagement, e.g., community painting day
- Installing the artwork/s
- Managing costs within the budget
- Managing any subcontractors and ensuring they hold the appropriate insurances, where applicable
- Identifying and managing risks and preparing a risk management plan (subcontractors should be included in risk management planning)
- Ensuring the artist's integrity and standard of the work

Artists are responsible for understanding the legal implications of contracts. Artists should conduct their own due diligence with respect to negotiations with all parties in the conception and delivery of a public artwork. Artists should not undertake work on a project until the terms of the contract are agreed in writing and signed by both parties.

Intellectual Property

Any designs received to council by an artist at any stage in this project, council acknowledges that the full intellectual property of the design/s are retained by the artist/s.

Council will have the right to use images of the final design and completed work for promotional purposes and will ensure appropriate acknowledgments will be accompanied.

Evaluation Criteria

The following will be used to evaluate your application:

Application Criteria	POINTS
Resides in the Latrobe City municipal boundary	5
Resides outside of Latrobe City but within the Gippsland region	4
Proven ability to deliver public art projects	1 - 5

Is the work of a high artistic standard	1 - 5
How well does the work address the design brief	1 - 5
Is the work innovative and creative	1 - 5
Is the artist able to deliver the project on time and within budget	1 - 5
Is the proposed concept appropriate	1 - 5
POTENTIAL TOTAL SCORE	45