

Westerfield Drive Mural Artist's Brief

The Westerfield Drive Mural Artist's Brief contains more detailed information on the project objectives, requirements and the neighbourhood context.

Artwork Objectives

The objectives of creating a mural at Westerfield Drive are to:

- Produce a mural treatment which is contemporary and is engaging to a mixed age and cultural demographic
- Respond to the project's community engagement findings (view the Community Engagement Report for more information)
- Produce a contemporary mural which is innovative, unique and contributes to the local identity
- Reflect the local neighbourhood context and be relevant to the local community
- Create a colourful and engaging landmark entry treatment which encourages pedestrians to linger and socialise within the new public space
- Increase community ownership of public space
- Improve community safety and reduce tagging and bill posting.

Budget

The mural project has a budget of up to \$12,000 (including GST) and will cover the following:

- Concept and design, with up to two (2) revisions of each
- Development of a detailed project plan
- Material costs (paint, brushes, anti-graffiti paint)
- Preparation of walls or surfaces for application of the work
- Health and safety requirements (ladder, high visibility vests, face masks, drop sheets, etc.)
- Delivery of project within the agreed time frames
- Attendance at the launch of the project, and up to three (3) media interview/opportunities as set out by Monash Council's Media and Communications team
- Maintenance and/or retouching as require for a one-year period from date of completion.

Wall Specifications

- The commission comprises of design and implementation of a mural of approximate length and height of 7 metres x 2.4 metres
- The wall has a brick exterior
- The artist is required to leave a small space between the end of the mural and the lawn for mowing to take place
- There is an existing gutter that will remain and must be incorporated into the design and installation
- Base preparation prior to painting should be considered to maintain an excellent coverage and any paint materials and anti-graffiti coatings used will need to be a high-quality product for its durability and longevity under exposure to sunlight.

Playspace context

The playspace has a focus on nature and sensory play elements, and includes a nature trail, water pump and log channel. The concept design for Westerfield Drive Reserve can be viewed online:

shape.monash.vic.gov.au/westerfield-reserve

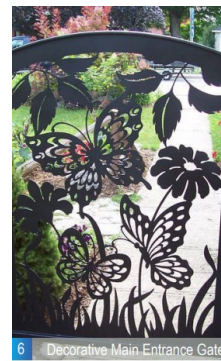
Images from the playspace:



Mosaic bird



Bamboo poles



Decorative gate

The Neighbourhood House features a Street Pantry with the following imagery:



Neighbourhood Background

Notting Hill is an established, island-like suburb, north of Monash University Clayton Campus and south of Ferntree Gully Road, surrounded by Mount Waverley, Glen Waverley, Clayton and Mulgrave.

Notting Hill is the smallest precinct in the City of Monash, both by area (2km²) and population size and is a quiet residential pocket with a strong sense of community pride.

Key features of Notting Hill include:

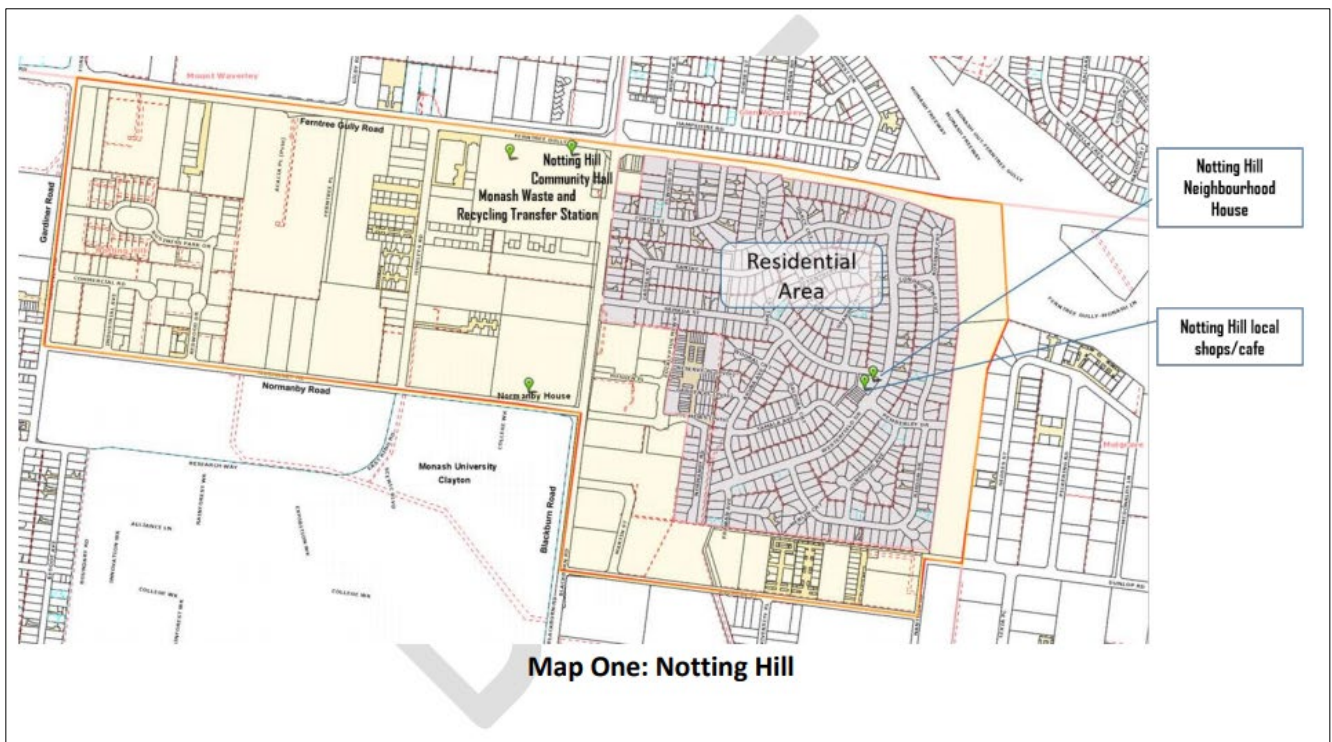
- Notting Hill Community Hall
- Notting Hill Neighbourhood House (36 Westerfield Drive, Notting Hill)
- Inchmeal Cafe
- Samada Street Playground
- Monash Waste Transfer and Recycling Station
- Normanby House (Monash University residential college student accommodation and short-term motel style accommodation for people connected with Monash University)

- Monash Business Park
- Ferntree Gully Road
- A small strip shopping centre and café
- Notting Hill Hotel building “The Nott” (built in the late 1800s).

Notting Hill has:

- A small and proud local community living in an island-like residential area, with a separate commercial business, office and industrial area
- A diverse multicultural community, with 66% of residents born overseas and coming from 23 different countries, compared with 49% for City of Monash. The most frequent countries of birth for people born overseas includes China, India, Sri Lanka, Malaysia and Vietnam. Almost one fifth of residents were born in China
- Mandarin as the most common language spoken at home, after English
- Total population is expected to increase by about 500 people by 2041, but Notting Hill will continue to be the smallest precinct in Monash, with less than 3,000 residents.

View [Memories of a Village](#) for a detailed historical overview of the area.



Map One: Map of Notting Hill

Aboriginal Heritage

The City of Monash acknowledges the Traditional Owners of these lands, the Wurundjeri Woi Wurrung and Bunurong People, and recognises their continuing connection to the land and waterways. We pay our respects to their Elders past, present and emerging and extend this to all Aboriginal and Torres Strait Islander People. Council is undertaking an Innovate Reconciliation Action Plan through Reconciliation Australia.

The Traditional Owners of the land on which the mural is located are the Bunurong People. For more information, visit the Bunurong Land Council: www.bunuronglc.org

Open Space in Notting Hill

Westerfield Drive Reserve is located in the Notting Hill precinct which has a significant undersupply of open space with only 5m² per capita (the lowest in Monash and below the benchmark of 30m²).

Westerfield Drive Reserve was recently created through changing the leasing arrangements of the Notting Hill Neighbourhood House playspace to return the outdoor area to Council. The new reserve will deliver a net increase in public open space of approximately 500m², by reducing the footprint of the leased (exclusive use) area of the Neighbourhood House. The closest playspace is 400m away at Samada Street Reserve.

Notting Hill Neighbourhood House

Notting Hill Neighbourhood House aims to enhance the wellbeing of the community through a wide range of classes, events and social inclusion activities. The House caters to people of all ages and backgrounds and is focused on bringing people together and building stronger community ties through shared fun and learning.

The building was originally a kindergarten that was to be converted into townhouses, but a group of local parents petitioned to keep the building and turn it into a Neighbourhood House in 2007. The mural wall forms part of the Neighbourhood House classrooms, hosting a variety of activities such as calligraphy, U3A activities and guitar lessons.

Commission Process

Stage 1 - Expression of Interest Process

EOI Process

Interested artists are encouraged to provide us with the following as part of your EOI:

- a Curriculum Vitae, including three (3) relevant referees
- up to three (3) digital images of previous mural work
- up to 500 words indicating your interest in the project and/or proposed approach.

Please do not provide a concept at this stage. No fee is offered for the Expressions of Interest phase.

Expressions of Interest must be submitted to kate.bolaffi@monash.vic.gov.au by **5pm on Thursday 2 December 2021**.

The selection criteria for the Expression of Interest process will include:

- Demonstrated experience (40%)
- Artistic merit (30%)
- Capacity to respond to brief and context and including timeframes and implementation (40%).

Applications will be assessed by the Notting Hill Mural Selection Panel. The panel includes Council Officer representation from a range of Departments including City Design, Community Services, Arts, Culture and Events, Capital Works, Active Monash and Sustainable Monash.

Stage 2 – Concept Design by Shortlisted Artists

Following assessment from the Notting Hill Mural Selection Panel, three artists will be short-listed and offered an opportunity to develop and propose a Concept Design.

Payment for Shortlisted Artists

The shortlisted artists will be contracted and paid a fee of \$600 (including GST) each. Payment will be made on completion of the Concept Design.

The shortlisted artists will be required to:

- Prepare a concept proposal and 1-2 scaled concept designs/photomontage and an indicated colour palette
- Provide an explanatory text on the concept designs, up to 500 words
- Prepare a cost estimate (based upon quotations) for implementation
- Prepare timelines for the implementation.

Stage 3A – Preferred Artist Selected

The Notting Hill Mural Selection Panel will select the preferred artist to install the mural based on their Concept Designs.

The following selection criteria will be used in selecting final designs for installation:

- Concept design responds appropriately to the brief (50%)
- Realistic budget and timeframe outlined (25%)
- Appropriateness to the site (15%)
- Skill and technique (10%).

Stage 3B – Refining the Final Concept Design

The selected artist will conduct a one hour session with the local community, supported by Monash Council, to present the draft concept design and further refine the concept designs. The final artwork will be approved by Council and should respond to community feedback received on the design concepts.

Payment for Selected Artist

The selected artist will receive \$600 (including GST) for the Concept Design and \$12,000 (including GST) for the final design and installation.

Payment to the selected artist will be made in the following way:

- a. 50% will be paid upon commissioning of the artist
- b. 30% will be paid upon completion of the artwork
- c. 20% will be paid upon acceptance of work by Council.

Stage 4 – Installation

The artist will be required to work with the appointed playspace contractor during the mural installation and must follow instructions from the playspace contractor on:

- Site management and access
- Scheduling of mural works
- Occupational Health and Safety.

The playspace contractor will have possession of the site including the mural wall installation. Mural works will be implemented within the fenced site area. The artist will be responsible for co-ordinating

site access, materials and equipment delivery with the playspace contractor. The artist will need to show proof of COVID-19 double vaccination by February 2022.

Ownership and Copyright

- An original artwork is required, not to be reproduced elsewhere
- Council will acknowledge the artist by displaying the artist's name near the installed artwork
- In the case of significant damage or vandalism, Council will determine the course of action in consultation with the artist where possible
- The expected lifespan of the mural is five years. Council will consult about the continuation of the artwork on site with the artist, prior to the ending of the 5-year lifespan
- In the event that the artwork is to be decommissioned, Council will consult with the artist prior to removing the artwork and ensure it is appropriately documented
- Council will acknowledge the artist as the creator of the work in Council publications in which the works are included
- The artist agrees to permit Council to publish reproductions of the work for any non-commercial purpose, including Council printed materials, promotional posters, social media and documentary photography and film.

For more information:

Kate Bolaffi

Place Manager for Notting Hill and Mulgrave

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Phone: (03) 9518 3531

Mobile: 0466 920 883