

# ARTIST BRIEF

## Provision of Public Art on City Owned Land

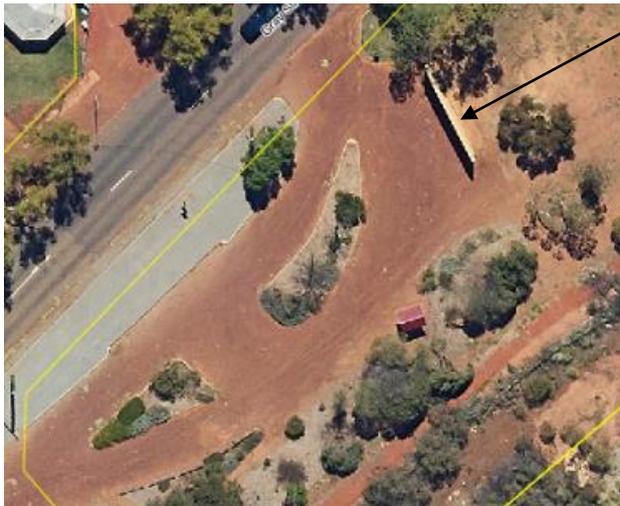
The City of Greater Geraldton's Public Art Strategy 2020-2025 supports the commissioning of innovative, high quality, contemporary artworks by professional artists. With this Artist Brief, the City of Greater Geraldton ('The City') is seeking Expressions of Interest to develop a mural specifically intended to complement Mullewa's unique culture. The chosen site is 34 Gray Street, Mullewa ('The Site'). Artists or groups of artists are welcome to submit their Expression of Interest (EOI).

The following concept and design considerations and constraints are important in developing the artwork proposal. Please also refer to the Hinterland Theme on page 12 of the City of Greater Geraldton's Public Art Strategy 2020-2025:

- Local heritage and culture – railway, farming, transport, buildings
- Local Indigenous Culture and Heritage.
- Wildflowers with traditional and modern interpretations.

### 1. SITE CONTEXT

The Site is situated at Callaghan Park on the corner of Gray and Callaghan Streets, Mullewa. In the park is a wall measuring 11 x 3m which the mural must be affixed to. The park has a picnic setting and native shrubs. The Site is adjacent to the Railway Precinct, which holds significant value to the Mullewa community.



Mural wall 11 x 3m, built from yellow bricks.

Proposed artworks must have visual appeal and the ability to engage a broad audience. Community expectations sought from consultation is an important consideration.

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Artists are invited to theme their narrative based on the CGG Public Art Strategy (see <https://www.cgg.wa.gov.au/live/my-community/arts-and-culture/public-art.aspx>). The proposal should also provide context with regard to the Mullewa area.

The artwork must be completed and fully installed by **1 June 2022**.

## 2. HISTORICAL & CULTURAL BACKGROUND

The district of Mullewa has a population of approximately 630, 70% are resident within the town. About one third of the workforce is engaged in agricultural activities.

Close by Mullewa are the old town sites of Tenindewa, Pindar and Tardun. None of these centres has a significant population now. Other localities in the district include Devils Creek, Wongoondy, Ardingly, Mendel, Beatty, Sullivan, Indarra, Casuarinas, Kockatea and Wilroy.

The districts income is mainly derived from agriculture with five pastoral properties also included in the area. The total area of agricultural establishments is 880,000 hectares with 193,600 hectares used for cropping and 33,600 for pasture. An annual harvest of wheat, oats, barley, lupins, canola and chickpeas yield in excess of 250,000 tonnes of grain.

Mullewa comes alive in spring with an abundance of wildflowers which attract many tourists to the area.

No certainty exists as to the time when Mullewa was first settled. Aborigines originally named the area around a spring Mullewa, or “Mullawah” as it has been known.

The first agricultural blocks were opened in the district around 1860 and some years later other centres around Mullewa at Tenindewa, Ardingly and Tardun were settled. Mullewa became a significant depot for explorations and the eastward movement of pioneers into the Murchison. In 1894 the railway line reached Mullewa from Narngulu and almost overnight Mullewa became an important centre as the head of the line for both goods and people en route to the Murchison Goldfields.

The area was mostly used for grazing, however wheat has long been grown on a commercial scale. Mr Leedham (Lee) Walker arrived in Mullewa in 1900 and appears to have been the first farmer to grow wheat on a commercial scale. In 1902 he planted some wheat and it is on record that by 1907 at the latest, he had sown an area of 200 acres with wheat, and harvested it with good results.

The 1920's saw great areas of land thrown open for settlement including areas of Wokawah and Kockatea. The land was originally available for settling returning soldiers. In the 1928/29 season an area of 700 acres was under cultivation. By the following year, this had increased to almost 20,000 acres.

The first local government group was authorised in 1885 during a number of boom years. The group

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was then known as the Mullewa Progress Association. The Progress Association operated for a number of years, but suffered with the rapid decline in population when the railway line was extended to Cue. With this railway extension a large percentage of the population and a number of buildings from the Mullewa town moved eastward with the mineral rush.

### 3. SELECTION PROCESS

Selection of the final artwork will take place in a two-stage process, using the Criteria listed in section five.

#### **First stage:**

- Artists' responses to the EOI will be reviewed by The City.
- A maximum of 3 artists will then be shortlisted and invited to submit a public art proposal for the second stage of the selection process.

#### **Second stage:**

- Shortlisted artists' proposals which have been received by The City will be presented to the Geraldton Regional Art Advisory Committee (GRAAC) for approval.
- The City and GRAAC reserves the right not to select any proposal for commissioning. No correspondence will be entered into with respect to the decision of The City or the GRAMC.

### 4. FEES

A Concept Development Proposal fee of \$330 (plus GST) will be paid to each of up to three shortlisted artists. The fee does not include the rights to the work which remain the property of the Artist.

The Artist successful in being contracted to complete the project will receive a Commission Fee to be negotiated following the appointment of the successful artist/s.

### 5. SELECTION CRITERIA

Selection of a proposal to be commissioned will be based on the following criteria and weight system.

#### **First stage (Expression of Interest):**

- Artistic vision, quality and originality – 45%
- Appropriateness to site, impact and suitability – 25%
- The artist's response to the timeframe and budget – 10%
- Safety and durability of materials – 15%
- The artist's capacity to deliver major public artworks – 5%

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**Second stage (Shortlisted Artist Proposals):**

- Experience offered by the concept and its ability to engage the audience – 45%
- The artist's response to the timeframe and budget – 30%
- Safety and durability of materials – 15%
- The artist's capacity to deliver major public artworks – 10%

6. DUE DATES

**First Stage (Expression of Interest):**

- The Expression of Interest (EOI) should be submitted by Close of Business (COB), **23 March 2022**.
- Artists will be notified by **1 April 2022** if they have been shortlisted for the second stage.

**Second stage (Shortlisted Artist Proposals):**

- Shortlisted artists will be asked to send their submissions by **5 May 2022**.
- The finalist will be announced by **12 May 2022**. All shortlisted artists will be notified.

7. INFORMATION TO BE INCLUDED

**First stage (Expression of Interest):**

- Rationale of artistic vision and brief description of how the work will be experienced (250 words max).
- An indicative project timeline for the design development, fabrication and installation of the work.
- Up-to-date curriculum vitae of the artist with an emphasis on the artist's practice and experience.

**Second stage (Shortlisted Artist Proposals):**

- Detailed plans of the art work which are to scale and include dimensions, details of the materials, location, colours and installation methods.
- Cost calculations of the proposed public art. The total budget allocated for the public artwork project is \$10,000. This budget is to cover all costs associated with the mural including: Artist fee, fees for any assistants and/or contractors, materials and labour, installation, operating costs and costs of any required permits or approvals. All administration and travel requirements.
- Project timeline for the design development, fabrication and installation of the work.
- Care and maintenance schedule.
- A tax invoice for the Concept Development Proposal fee (see point 4. FEES)

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First stage responses should be sent electronically (by email) with the title **EOI – Mullewa Entrance Mural** to [council@cgg.wa.gov.au](mailto:council@cgg.wa.gov.au) by 23 March 2022.

Second stage proposals should be sent electronically (by email or USB post) with the title **Shortlisted Artist Proposal – Mullewa Entrance Mural** to [council@cgg.wa.gov.au](mailto:council@cgg.wa.gov.au) by 5 May 2022.

#### 8. COPYRIGHT AND OWNERSHIP OF MATERIALS

If an Artist Proposal is selected for completion by The City the Artist will be formally commissioned by written agreement to produce the artwork. Following the execution of a formal commissioning agreement, materials relating to the proposal will remain the property of The City. The Artist will be acknowledged in any public display of this material.

#### 9. FURTHER INFORMATION

The Artist may direct any questions with respect to this brief to:

Rachael Vieraitis  
Community and Public Art Officer  
Geraldton Regional Art Gallery  
City of Greater Geraldton

Email: [rachaelv@cgg.wa.gov.au](mailto:rachaelv@cgg.wa.gov.au)  
Ph: 9956 6746