



# Moorabool

Shire Council

Request for Expressions of Interest to develop a  
photo-based artwork for Ballan Station

**August 2024**

## ACKNOWLEDGEMENT OF COUNTRY

Moorabool Shire Council respectfully acknowledges the Traditional Owners of the land which includes the Wurundjeri Woi Wurrung, Wadawurrung and Dja Dja Wurrung people. We pay our respects to the Elders past, present and emerging.

## 1. Project Information

### 1.1 INTRODUCTION

The Victorian Department of Transport's Transporting Arts Pilot Program, working together with Metro Trains, Yarra Trams, V/Line, VicTrack and local councils, aims to enliven the community and passenger experience at transport hubs across Victoria, through public art installations by local artists.

Ballan Station has been selected as a location for an artwork installation as part of the Transporting Arts Pilot Program in 2024.

We are looking for artists based in Moorabool Shire (individuals, groups or collaborations) to submit an Expression of Interest for this art commission.

We are looking for artwork that reflects the unique nature of Ballan and its surrounds; the lived experience, natural environment and its stories (these could be contemporary or historical, symbolic or personal). The successful proposal will be designed to have broad appeal and resonate with a local and visiting audience with an impactful visual presence.

Your finished artwork will be digitally reproduced on vinyl wraps and fixed onto the concrete pylons indicated in the Expression of Interest.

### KEY DATES

EOIs open: 6 August 2024

EOIs close: 5pm Friday 6 September 2024

Shortlisting, Concept Presentation, Artist Selection: September 2024

Successful Artist(s) contacted: September 2024

Artwork Installation: October – November 2024

## 1.2 COMMISSION GUIDELINES

Applicants are advised to read the guidelines thoroughly before proceeding with an application.

### **Artist acknowledgement**

A small attribution information panel noting the artist and the work will be displayed on site. The three partners may use the image to promote the artist's work and will acknowledge them in relevant marketing or promotional material specific to this project.

### **Artist agreement**

The successful artist/s will meet with the Department of Transport to discuss and enter into an agreement signed by all partners.

### **Artwork copyright**

Artwork copyright will remain with the artist at all times. Department of Transport, Transport Operator VLine and Moorabool Shire Council retains the right to use images of the installation in future promotions of the Transporting Arts Program or other community activity promotion. Every effort will be made to acknowledge the artist when images of the work are used.

### **Artwork maintenance**

Artwork will be maintained by the Department of Transport and Transport Operator VLine for a minimum of 12 months following installation.

### **Assessment**

The artwork will be assessed by members of the Department of Transport, Transport Operator VLine and a Moorabool Shire Council delegate. Assessment criteria includes:

- Strength of creative vision and design
- How the artwork responds to the context and reflects local community
- Originality of the design

### **Eligibility**

Artists (individuals, groups or collaborations) who apply must live or work in Moorabool Shire. First peoples and multicultural communities are strongly encouraged to apply. Students may apply however, the proposed activity must not be associated with the completion of a course of study.

### **Remuneration**

Artists will receive an artist fee for the successful work submitted and it will be mounted on the train station pylons. A fee of \$3,000 (+GST) will be provided to the selected artist in return for the production-ready image files. The Department of Transportation will cover separately the costs of printing and installation of the artwork.

### **Term**

The artwork will be installed and maintained/repaired if damaged for a minimum of 12 months. Following this period, and at the discretion of the Department of Transport, the artwork will remain installed depending on its condition and community feedback.

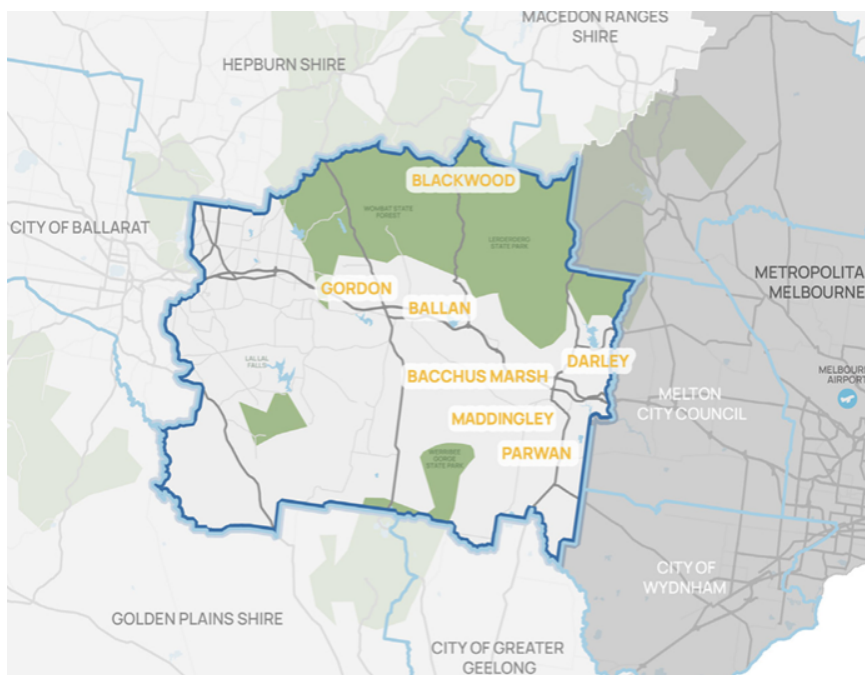
**The artwork must not:**

- Be offensive or demeaning to the general public.
- Appear to look like graffiti.
- Be used to promote a political party, parties or a political cause.
- Include any commercial content, logos, overt branding or QR codes.
- Resemble, be capable of confusion with informational or wayfinding signage.
- Portray images or events that may cause distress to children.

### 1.3 MOORABOOL SHIRE COUNCIL

Moorabool Shire is situated to the west of metropolitan Melbourne, encompassing an area of over 2,110 square kilometres and home to over 36,000 residents. As shown in the adjacent map, Moorabool Shire is strategically located at the gateway to western regional Victoria, between metropolitan Melbourne and the regional centres of Geelong and Ballarat. The municipality is comprised of 64 localities, hamlets and towns, including the key urban centres of Bacchus Marsh and Ballan. Most settlements are small and rural towns provide support and services for local industry, residents and visitors.

The municipality is a ‘Peri-Urban’ Council experiencing rapid urban and population growth, particularly in the eastern region of the Shire – across Bacchus Marsh and Ballan – with the number of residents expected to almost double in the next 20 years. This urban development contrasts with the large tracts of rural land and traditional agricultural sector, as well as the large volume of land (74%) comprising water catchments, State Forests, State Parks and National Parks. The collection of natural assets and peri-urban environment creates significant lifestyle and economic benefits for residents, businesses and visitors.



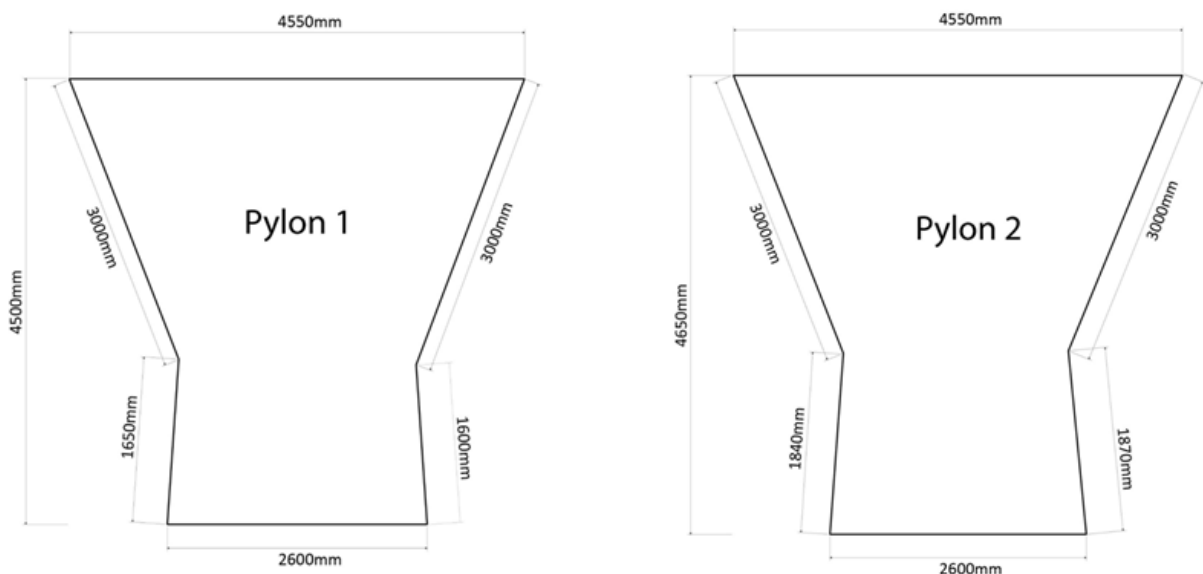
## 1.4 SITE INFORMATION

As part of the Victorian Government's Big Build, Ballan Station was upgraded in 2021, including the addition of a pedestrian overpass. The two concrete pylons supporting the overpass have been identified as an opportunity for a substantial artwork commission.

The intention is to commission a photo-based artwork, which captures and communicates a story or stories unique to the local area of Ballan and its surrounds. These could be contemporary or historical, symbolic or personal, though the successful proposal will be designed to have broad appeal and resonate with a local and visiting audience with an impactful visual presence.



The selected artwork will be installed on four main faces of two concrete pylons on the station platforms, as indicated in the image above (note the sides will remain clear, the artwork will not wrap around the pylons).



Measurements of the north face of Pylon 1 and Pylon 2 are shown here (with mirror image dimensions to be used for their rear faces). Where possible use these shapes to indicate your concept in your proposal.

### 3. Applicant Details

*Full Name:*

*Home Address:*

*Email Address:*

*Phone Number:*

*Please select one that best describes you:*

Independent artist

Artist collaboration or group (please provide a full list of applicants in your proposal)

Non-profit organisation (please provide a full list of applicants in your proposal)

Commercial organisation (please provide a full list of applicants in your proposal)

*Do you as the primary applicant, or does your organisation identify as Aboriginal or Torres Strait Islander?*

Yes

No

Prefer not to say

*Do you identify as culturally and linguistically diverse?*

Yes

No

Prefer not to say

*Are you a D/deaf, disabled and/or neurodiverse artist? OR are you applying on behalf of an organisation working with D/deaf, disabled and/or neurodiverse artists?*

Yes

No

Prefer not to say

*Will you be using Aboriginal or Torres Strait Islander stories or cultural material that is not your own? (If yes, please include evidence of community consultation and cultural permissions along with your proposal.)*

Yes

No

### 3. Artwork Commission

Please provide text and imagery describing the actual concept you are proposing.

### 4. Artistic Experience

Please provide your artistic resume (all members to provide for group applicants).

### 5. Agreement

All information provided in this application is securely stored by Moorabool Shire Council. Any personal information will only be disclosed to those relevant to the assessment of my application. It will not be disclosed to any other external party without consent, unless required or authorised by law.

In submitting this form:

I confirm that the above is my own work, or I have permission from all participants to include their work in this proposal;

I understand that Department of Transport, the Transport Operator VLine and Moorabool Shire Council retains the right to use images of the installation in future promotions of the Transporting Arts Program or other community activity promotion. (Every effort will be made to acknowledge the artist in any use of images.)

I give the Moorabool Shire Council a non-exclusive licence to reproduce and communicate the support material in which I have intellectual property rights for the sole purpose of assessing my application.

I give the Moorabool Shire Council permission to share my application in full with the Department of Transport and Transport Operator VLine for the purposes of assessment.

I understand that the assessment decisions are final.

If this application is approved, I consent to the media being given information about the funded project and acknowledge that I may be contacted directly by them.

Signed:

Print name:

Date: