



**REGIONAL  
RAIL REVIVAL**

GEELONG

# **Artist brief** Expression of Interest

**South Geelong to  
Waurin Ponds Duplication**

Surf Coast Highway  
level crossing removal

2022



Australian Government





## **First Peoples acknowledgement**

We acknowledge the Wadawurrung People as the Traditional Owners of the lands and waters where this project is located. We recognise and respect their continuing connections to the lands and waters, and their community.

On this project we wish to celebrate the history, stories, and culture of the Wadawurrung People, that has been passed down over thousands of generations on their traditional Country.

We acknowledge and thank the Wadawurrung People for inclusion of their Language in this document and recognise the associated cultural and intellectual property rights.



# Contents

## Surf Coast Highway level crossing removal

<b>1</b>	<b>The Creative Opportunity</b>	<b>2</b>
1.1	The Commission	4
1.2	Considerations	4
1.3	The Theme	6
1.4	Site Location and Context	8
<b>2</b>	<b>Commissioning Process</b>	<b>9</b>
2.1	Making a submission	9
2.2	Selection criteria	9
2.3	Design program	10
2.4	Creative Advisory Panel	10
2.5	Scope of works	11
2.6	Artist Fees	12
<b>3</b>	<b>Further Information</b>	<b>13</b>
3.1	Project information	13
<b>4</b>	<b>Legal information</b>	<b>15</b>
4.1	Copyright	15
4.2	Crediting of artworks	15
4.3	Indigenous Cultural and Intellectual Property (ICIP)	15
4.4	Asset ownership and maintenance	16
4.5	Documentation of artworks	16
4.6	Social media	16
4.7	Publicity and media responsibilities	16
4.8	Confidentiality requirements	16
4.9	Insurances	17
4.10	Form of Contract	17



# 1

## The Creative Opportunity

As part of the Geelong Line Upgrade, the Djilang Alliance (DJA) and Rail Projects Victoria (RPV) are seeking an artist to create a permanent public artwork (the Artwork) that will span across the Surf Coast Highway as part of the Surf Coast Highway level crossing removal.

The creative opportunity is for a Wadawurrung Traditional Owner artist or artist teams where a principal member is a Wadawurrung Traditional Owner. DJA and RPV have developed this opportunity in consultation with the Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC) to offer the creative opportunity to artists within the Wadawurrung community. The opportunity is suitable for mid-career 2D visual artists specialising in graphic, painting, printmaking, or photography to provide an artwork pattern design that will be imprinted onto custom designed, perforated aluminium sheeting.

The commissioned artwork design at the Surf Coast Highway level crossing will play an important role in creating a sense of place and identity for the area. The artwork will inspire an experience of connection to Country and community, delivering a high-quality creative legacy for present and future generations. It is expected that the artwork will explore and reveal aspects of the natural features and the environment of the area from a Wadawurrung cultural perspective.



[Artwork placement]



Figure 1. Elevation of artwork potential extent







## 1.1 The Commission

The Artist will be responsible for creating a 2D artwork which will be fabricated onto the cladding that spans the width of the rail bridge on the north side.

This will include:

- Developing a contemporary response to the themes outlined in this brief
- Design an original artwork including graphic content and other formal considerations that can be integrated on the rail bridge
- Work collaboratively with the project design team and subcontractors
- Develop scaled drawings of the artwork for fabrication
- Provide input on artwork fabrication and installation.
- Participate in promotional and communications activities in support of the commission.

The Artist will work with technical support from DJA design team, who will provide project briefings and technical drawings to assist in the development of the Artwork.

## 1.2 Considerations

The Artwork will need to work within a defined colour palette, material palette (aluminium sheets), extent, panel size and budget. Artists may consider different image making techniques including painting, relief, embossing, graphic drawing, and printed photography, however the final image must be able to be articulated on perforated aluminium sheeting.

Subject to the final design, the Artist will be required to collaborate with the project team to facilitate the Artwork's fabrication and installation.

A scaled artist template showing the cladding for the rail bridge and the locations for the artwork along with public realm designs for the project will be provided to the shortlisted artists.

The artwork must be culturally appropriate and supported by WTOAC and broader Greater Geelong community.

The final submission is to be made in a digital format such as JPEG, PDF or PNG. The final deliverables and scope of work will be agreed as part of the agreement made with the selected artist.

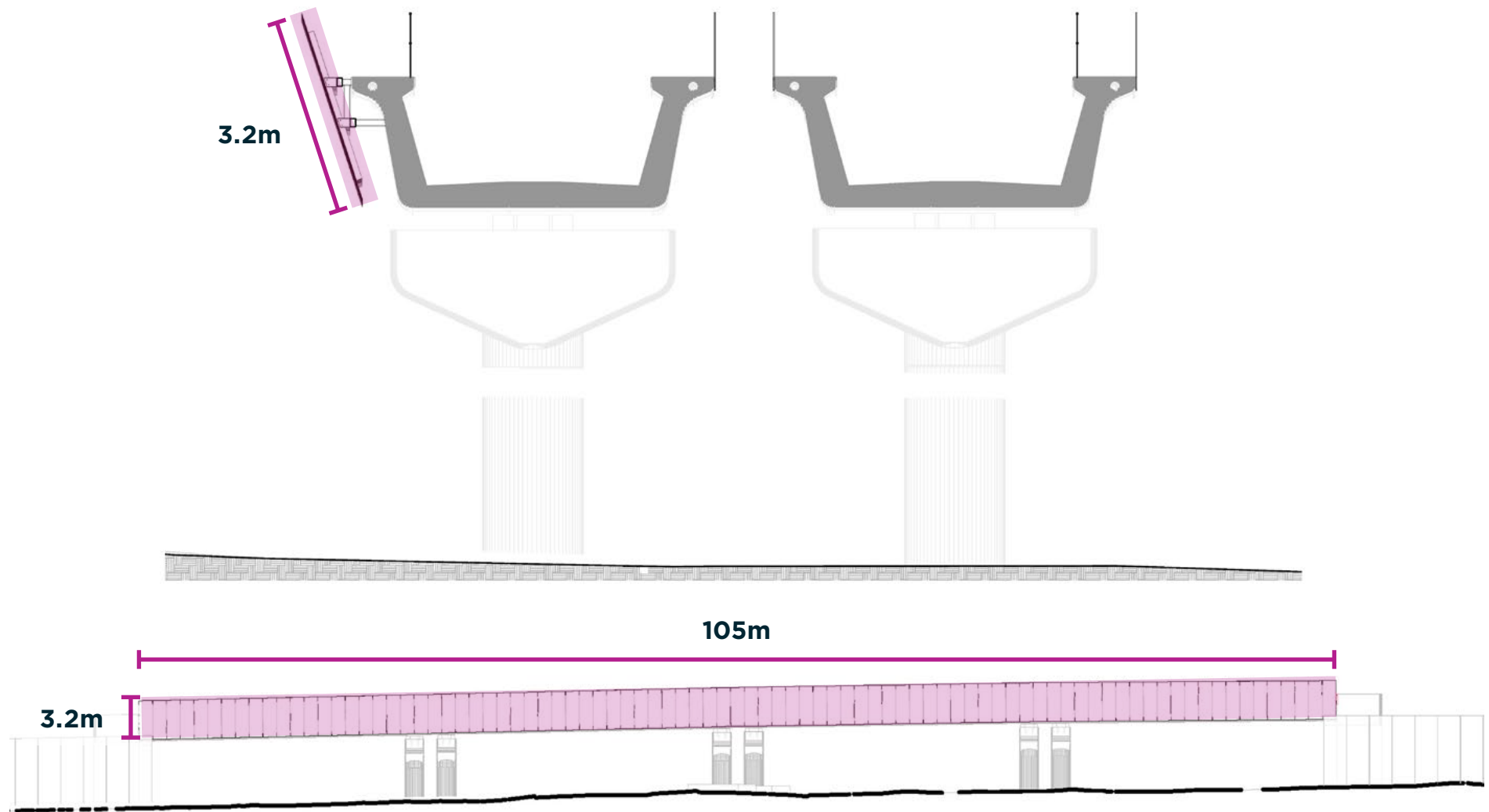


Figure 2. Indicative illustration of artwork extent

### 1.3 The Theme

Artists are asked to creatively respond to the natural features and environment of Geelong/Djilang.

Artists should consider the artwork location on the Surf Coast Highway and how the artwork will serve as a visual gateway to the nearby Lake Connewarre Wetlands and Surf Coast. The Porronggitj wetlands, Armstrong Creek, and the Barwon River are other culturally significant waterbodies in the area.

The artwork is expected to showcase Wadawurrung designs, stories, and cultural interpretations of the natural features and the environment. Artists may choose to focus on waterways and wetlands, native flora and fauna, the migration of birds and people, the traditional seasons, or may consider words such as 'Pilkpoorriyn' meaning sunrise or 'Talitalik' meaning sunset. Artists are strongly encouraged to consider the Project's overarching principles of Healing Country, Connecting to Country or Journeys on Country, which have been developed in collaboration with WTOAC.





### Healing Country

The health of Country is in decline as a result of increasing urban development over the years. This has also had adverse impacts on habitat resulting in biodiversity loss.

Adopting an approach to Healing Country, restoring and regenerating environmental health and prioritising the needs of native flora and fauna will go a long way to ensuring a more sustainable future for generations to come.



### Connecting to Country

The Country's natural landscape of waterways, wetlands and mountain ridges is central to Wadawurrung living cultural heritage.

The You Yangs/Wurdi Youang are a key landmark, visible from three quarters of Wadawurrung Country. The WPD Project is an opportunity to educate and raise awareness of Wadawurrung culture and connection to the spirit of their lands, waters and skies.



### Journeys on Country

Stories of journeys to and across Wadawurrung Country by both people and wildlife have existed long before the introduction of the rail line.

The local wetlands are an important destination for migratory wildlife including the Japanese Latham Snipe and the Northern Tasmanian Orange Bellied Parrot that visit the area every year. The WPD Project will continue the concept of Greater Geelong/Djilang as a place of journey, rest and movement.

Figure 3. The project's overarching principles



## 1.4

### Site Location and Context

#### Surf Coast Highway

The Surf Coast Highway level crossing removal is located 1.9 kilometres south-west of Marshall Station and comprises the level crossing associated with the Geelong Line.

The crossing is visible from the surrounding residential areas including Hansen and Burleigh Drive to the east, Riatta Avenue and Bickford Road to the west, as well as motorists travelling in both directions along the Surf Coast Highway.

The new rail bridge over Surf Coast Highway provides a gateway opportunity heading south towards the coast, signifying a transition from the suburbia of Greater Geelong into the coastal regions. The screens along the northern edge of the bridge play a vital role in this expression and will be the canvas for the commissioned artwork.

#### The Landscape Setting

The landscape design surrounding the Surf Coast Highway level crossing removal seeks to capitalise on the location's importance as a gateway between Geelong and the Surf Coast, as well as the area's potential as a green break between the Armstrong Creek precinct and Grovedale. Groves of native trees and lower bands of native plants will provide a generous green area at ground level.

The under-croft space will be treated with a simple compacted gravel for the safety of pedestrians and cyclists.

More information can be found at [bigbuild.vic.gov.au/projects/geelong-line-upgrade/projects/surf-coast-highway](https://bigbuild.vic.gov.au/projects/geelong-line-upgrade/projects/surf-coast-highway)



## 2 Commissioning Process

### 2.1 Making a submission

In this first stage, artists are asked to provide an online response to the following requirements listed below:

1. Outline your artistic practice, including any previous experience delivering art commissions and why this project is of interest to you (up to 300 words).
2. Describe how you would respond to the themes outlined in Section 1.3 in developing your proposed concept (up to 300 words).
3. Provide up to five (5) images of your previous work, and/or links to websites showcasing your work.

Please visit the website **[regionalrailrevival.vic.gov.au/geelong-artwork-eoi](https://regionalrailrevival.vic.gov.au/geelong-artwork-eoi)** to complete the online response by midnight 23 December 2022.

### 2.2 Selection criteria

#### The selection criteria for Phase 1 includes:

- Understanding of the Artist Brief.
- Some experience delivering art projects and working collaboratively with project teams and stakeholders.

#### The selection criteria for Phase 2 includes:

- Response to themes  
The concept responds to the theme, site context, local character, and/or history of the site.
- Authenticity and originality  
The submission offers a new and innovative interpretation of themes.
- Quality of work  
The Artist has demonstrated potential to deliver a high-quality outcome.
- Capacity to work with design and technical teams  
The Artist has demonstrated willingness to work in a collaborative way with the project team to ensure that the artwork is delivered on time and budget.

## 2.3 Design program

Approximate timing for key milestones is provided below. Schedule and timings will be discussed and confirmed in detail with the artist upon award of contract. The Artist is to confirm their availability to work during the specified period and meet the milestones.

**Table 1: Program timeline**

Phase	Dates and Indicative Period
Phase 1	<b>Expression of Interest</b> 5 – 23 December 2022 (approx. 3 weeks)
	<b>Review by Creative Advisory Panel</b>
Phase 2	<b>Shortlist up to 5 artists for Concept Development</b> 5 – 27 January 2023 (approx. 3.5 weeks)
	<b>Review by Creative Advisory Panel</b>
Phase 3	<b>Selected Artist Detailed Design</b> 6 February – 5 March 2023 (approx. 4 weeks) including integration into Djilang Alliance documentation
	<b>Review by Creative Advisory Panel</b>
Phase 4	<b>Implementation, including fabrication and installation</b> Fabrication to start 6 March 2023, duration TBC

## 2.4 Creative Advisory Panel

The Creative Advisory Panel will review artist concepts and designs throughout the commissioning process. The Panel will comprise DJA, RPV, WTOAC, Creative Victoria, and City of Greater Geelong (CoGG).

DJA will manage artist contracts, construction documentation and fabrication/installation of the artworks with support from WTOAC.



## 2.5

### Scope of works

#### Phase 1 Expression of Interest

*Refer to Section 2.1, Making a submission.*

#### Phase 2 Concept Development

**The deliverables for this stage will shall include:**

- Written narrative (Maximum 2 A4 pages) and graphic illustration of the artwork and how it responds to the themes of the brief.
- Concept sketch illustrating the layout and extent across panels, taking into consideration constraints. Indicative/ maximum 105m x 3.2m extent on draft scaled drawings provided by Djilang Design team.

**Output:** CAD, Ai vector base artwork or sketch (jpg) over scaled drawings provided by Djilang Design Team. @1:500

- Concept sketch graphics to be translated into 2 x panel to indicate level of detail and constraints.

**Output:** CAD, Ai vector base artwork or sketch (jpg) over scaled drawings provided by Djilang Design Team @1:20

- Indicative dimensions to communicate level of detail of artwork.

**Workshops may include:**

- Possible fabricator and Djilang workshop
- Additional workshop with Djilang design team
- Presentation to stakeholders / Creative Advisory Panel.

#### Phase 3 Detail Design

**The deliverables for this stage will shall include:**

- Final canvas to be provided by fabricator
- Integration of comments from manufacturer and Advisory Panel, including changes resulting from cost review
- Detail design illustrating the layout and extent across panels. Indicative/ maximum 105m x 3.2m extent on draft canvas drawings provided by Djilang Design team

**Output:** CAD, Ai vector base artwork over scaled drawings provided by Djilang Design Team @ 1:500

- Detail Design of the graphics to be translated to panels.

**Output:** CAD, Ai vector base artwork over scaled drawings provided by Djilang Design Team @1:20

- Review of shop drawings provided by fabricator

**Output:** Illustrative graphic of artwork in situ, integrated into render views for consultation (jpg).

*Note: RPV communication team to support.*

**Workshops may include:**

- Workshop with Djilang design team, fabricator to assist in shop drawings
- Presentation to stakeholders / Creative Advisory Panel.

#### Phase 4 Implementation

**The deliverables for this stage will shall include:**

- Review and sign-off of pic perf samples where applicable
- Responses to RFI (Requests For Information)
- Site visit during installation

**Media and Promotion**

- Participation in media and communications opportunities may be required across all phases of the commission
- Content to be confirmed and agreed with the artist
- Support will be provided by Djilang and RPV communications teams.



## 2.6 Artist Fees

Shop drawing documentation, fabrication and construction costs of the project will be covered by DJA. The Artist must follow all reasonable requests made by DJA in delivering the commission.

**Table 2: Artist Fee for each phase**

Phase	Fees
<b>Phase 1 Expression of Interest</b>	Fees will not be paid for the submission of an Expression of Interest (EOI).
	<b>The shortlist selected from the EOI to proceed to Phase 2</b>
<b>Phase 2 Concept Development</b>	<p>The Artists will be paid an honorarium of \$1,500 (inclusive of GST) to a maximum of 5 shortlisted artists to develop their concepts.</p> <p>The shortlisted artists will present their concept design to the Creative Advisory Panel. The Panel will evaluate the shortlisted concepts against the Selection Criteria.</p>
<b>Phase 3 Detail Design</b>	The fee payable to the commissioned Artist(s) will be \$15,000 (inclusive of GST).
<b>Phase 4 Fabrication and Implementation</b>	A fee up to \$5,000 (inclusive of GST) will be payable to the commissioned Artist. This fee is to cover involvement in the installation process with the delivery team and any engagement activities in support of the commission.



## 3 Further Information

### 3.1 Project information

The South Geelong to Waurin Ponds Track Duplication Project (WPD) will support the future growth of Greater Geelong, one of the fastest growing regions in Victoria with its population forecast to increase by 52,000 households over 20 years<sup>1</sup>.

The planning and delivery of key infrastructure is critical in accommodating the growth of sustainable communities for generations to come.

As part of the Regional Rail Revival Program, the proposed Geelong Line Upgrades will provide safe, reliable, and accessible transport to improve connectivity to communities, jobs and education opportunities. When connected and integrated with sensitivity and meaning, new transport infrastructure provides significant public benefit through improved amenity and enhanced livability.

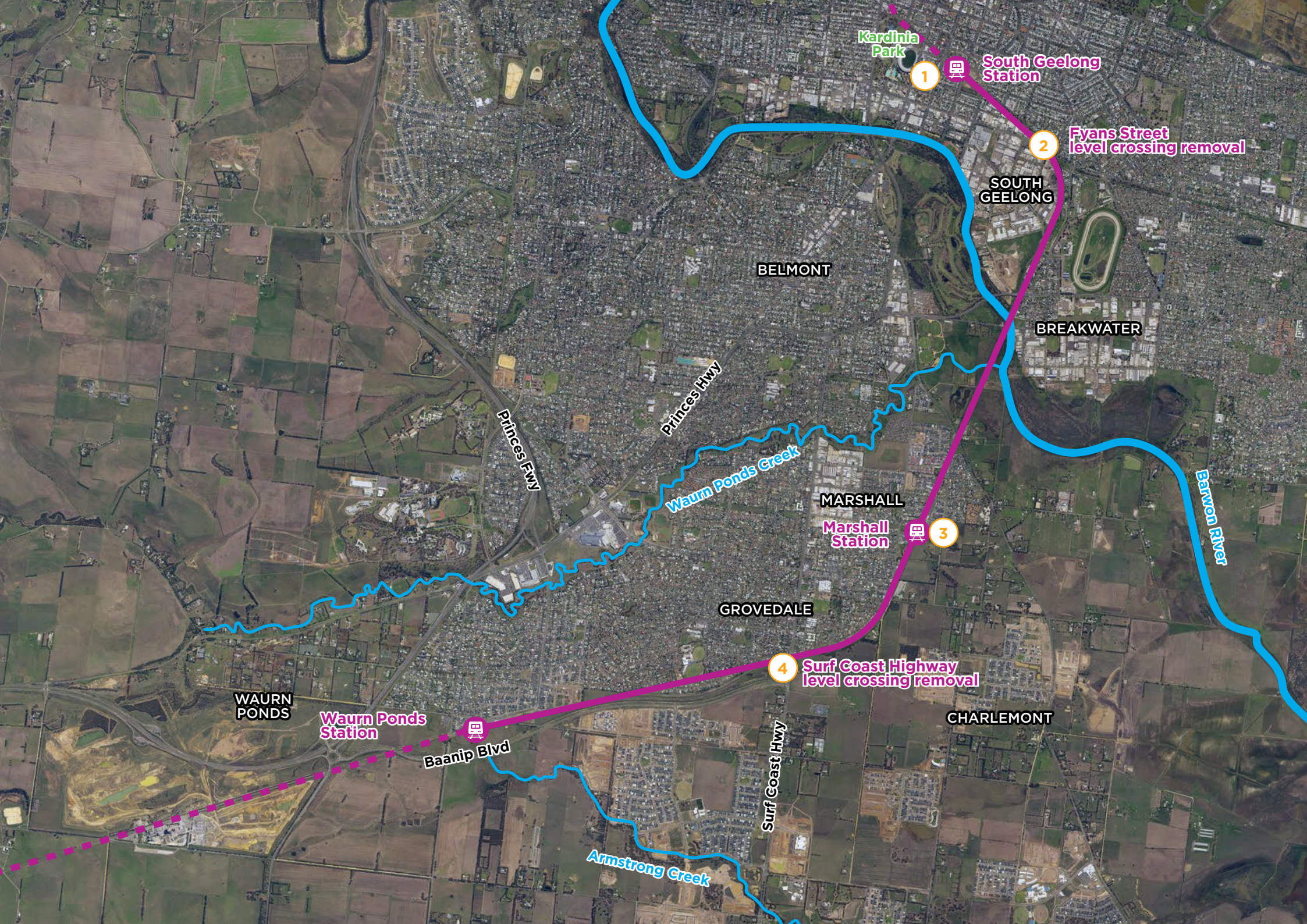
Djilang Alliance understands the impact the WPD Project will have on local places and communities and will ensure the investment's value is felt for generations to come.

The Victorian and Australian governments have invested more than \$4 billion in Regional Rail Revival, which is upgrading every regional passenger line in Victoria and creating 3,000 jobs.

---

<sup>1</sup>2016-2036 South Geelong Urban Design Framework.







## 4 Legal information

### 4.1 Copyright

Copyright of the artwork remains with the Artist however by undertaking this commission, the expectation is that the Artist provides DJA and RPV with full rights to use images of the artwork and/or images of the artwork in situ, without restrictions (excluding commercial purposes).

Ownership in the physical artwork produced for the Commission vests in Geelong Line Upgrade Project and will be transferred to the State of Victoria or delegate Authority or Franchisee. Intellectual Property Rights in materials produced for the Commission will be dealt with in a manner consistent with the Whole of Victorian Government Intellectual Property Policy (2012). Accordingly, the Artist will retain ownership of the intellectual property rights in the material produced for the Commission; subject to the Artist granting to the State of Victoria and DJA a non-exclusive, perpetual, irrevocable, worldwide and royalty free licence to use images of the artwork and/ or images of the artwork in situ, (and sublicense to use images of the artwork and/ or images of the artwork in situ) produced for the Commission, for the purposes of the Regional Rail Revival Program (excluding commercial purposes).

### 4.2 Crediting of artworks

In all instances, DJA will aim to correctly credit the Artist as the creator of the artwork in a reasonably prominent position near the Artwork. The Artist should indicate to DJA how they wish to be credited.

If the artwork involves the use of any Indigenous cultural intellectual property, DJA will display acknowledgement in a reasonably prominent position near the installed Artworks which identifies the appropriate custodial interest and permitted use. The artist will also be credited in any print publication or online presentation of the artwork.

### 4.3 Indigenous Cultural and Intellectual Property (ICIP)

ICIP is in relation to the rights that indigenous people have and want to have to protect their traditional rights and their culture. ICIP is the abbreviated way of saying Indigenous Cultural and Intellectual Property. At times the words “Cultural Heritage” are used to mean the same thing.

#### 4.4

### Asset ownership and maintenance

VicTrack will continue to own the asset (the project site). Maintenance of the project site will remain the responsibility of V/Line. All reasonable measures will be taken to ensure that commissioned artworks are maintained in accordance with standard maintenance procedures and asset is accepted by VicTrack and V/Line.

#### 4.5

### Documentation of artworks

Each artwork may be documented by still and moving image. Images will be shared with the artist. The sharing of documentary images and select information concerning the commission with third party organisations for presentations, education or academic purposes, knowledge sharing, or archiving, will be at the discretion of DJA and RPV. Appropriate consent forms will be provided with parental consent sought for any imagery of children under the age of 16.

#### 4.6

### Social media

RPV's digital channels will be used to promote the commission. The Artist must be aware their artwork will be shared on social media through these channels. RPV is not responsible for any reposting of images outside channels associated with the Project. Where practical, the project will endeavour to appropriately tag and credit images of the artwork. It is expected the Artist employs appropriate discernment and judgement when posting images relating to the commission on social media.

#### 4.7

### Publicity and media responsibilities

The Artist must not directly publicise details of the commission, including via media or social media, without prior approval by DJA and RPV. The Artist should be willing to participate in media, social media, and events to promote their work in context of the project, as required by DJA and RPV. Appropriate media support and training can be provided.

#### 4.8

### Confidentiality requirements

The Artist will (and will ensure that its employees, agents and advisers will):

- Use and reproduce Confidential Information only to perform its obligations under this Commission.
- Not disclose or otherwise make available confidential Information other than to personnel who have a need to know the information to enable the Artist to perform its obligations under this Agreement.
- All Confidential Information will remain the property of DJA and/or RPV and all copies or other records containing the Confidential Information (or any part of it) must be returned by the Artist to DJA or RPV on termination at completion of the commission.

The Artist acknowledges that DJA and/ or RPV will be entitled (in addition to any other remedy it may have) to seek an injunction or other equitable relief with respect to any actual or threatened breach by the Artist of this requirement and without the need on the part of RPV and/ or the RIA to prove any special damage.



## 4.9 Insurances

The Artist will be expected to hold Public Liability Insurance, to the value of \$10 million. In addition, WorkCover Insurance is recommended for site visits.


## 4.10 Form of Contract

The appointment of Artist shall be a sub-consultancy agreement with the Djilang Alliance and RPV deed. The Artist is required to have an ABN.



### More information

 [regionalrailrevival.vic.gov.au](http://regionalrailrevival.vic.gov.au)

 1800 105 105  
(24 hours a day, 7 days a week)

Rail Projects Victoria  
PO Box 2392, Melbourne, VIC 3001