



GEELONG

# Artist brief

## Expression of Interest

**South Geelong to  
Waurin Ponds Duplication**  
South Geelong Station

2023



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.



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# 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 new South Geelong Station overpass.

This high-profile creative opportunity is suitable for an established artist or artist teams from the Greater Geelong region.

The commissioned artwork will play an important role in creating a sense of identity and arrival at the station which connects directly to Geelong's sporting precinct. The Artwork will serve as a high profile visual marker and expression for the precinct, delivering a high quality creative legacy for present and future generations. It is expected that the artwork will celebrate Geelong's sporting excellence and community identity through contemporary designs and interpretation of these themes.

This creative opportunity is being delivered as part of a significant upgrade of South Geelong Station, which sits on the traditional Country of the Wadawurrung People.

Artists from underrepresented groups including First Nations artists, artists from culturally and linguistically diverse groups, and artists with lived experience of disability are strongly encouraged to apply.



Figure 1. South Geelong Station render - view from Carr Street

## 1.1 The Commission

The Artist will be responsible for creating a 2D artwork design which will be fabricated onto the perforated aluminium cladding at defined locations along the overpass and ramps. There may be an additional option to extend a portion of the graphic treatment to the adjacent paved surfaces in the landscape.

The artist responsibilities include:

- Develop a contemporary response to the theme of the sport and community outlined in this brief
- Design the Artwork including graphic content, colour, and other formal considerations required to deliver the Artwork

- Produce scaled drawings of the Artwork for fabrication
- Communicate the interpretative or narrative aspects of the Artwork.
- Participate in media and communications content in support of the commission

The DJA project team will provide technical support to the Artist in developing drawings for the fabrication of the artwork, structural design, placement of the artwork, and will manage installation of the artwork.

More information on the South Geelong Station Upgrade is available at [bigbuild.vic.gov.au/projects/geelong-line-upgrade](https://bigbuild.vic.gov.au/projects/geelong-line-upgrade)

## 1.2 Considerations

The Artwork will need to work within a defined colour range and material palette (perforated aluminium sheet cladding and concrete paving). The successful artist will work with technical support from DJA where further details on the artwork extent, panel size, and budget will be provided. Artists may consider different image making techniques including painting, relief, embossing, graphic drawing, and printed photography, however the final artwork design must be submitted in a digital format (JPEG, PDF or PNG), and must be able to be translated onto perforated aluminium.

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 template showing the cladding for the overpass and ramps and the locations on the ground plane of the Artwork, along with public realm designs for the project, will be provided to the shortlisted artists.



Figure 2. South Geelong Station render - view from Yarra Street.  
Nominated artwork location on overpass and ramps.

### 1.3

## Theme: Sport and Community

Artists are asked to consider the theme of sport in context of the Geelong community and South Geelong sports precinct.

Sport has a long history in Geelong/Djilang stretching back to games of Marngrook played in the area by the Wadawurrung People. Hundreds of community members travelled from around the region to compete in Marngrook matches, as well as other competitions such as spear throwing. Sport was a show of strength and pride, but also a celebration of community and coming together.

Today, South Geelong offers an abundance of sporting and recreational facilities centred along the Barwon River green corridor and at Kardinia Park, a major attraction and landmark in Greater Geelong. The park features quality sporting facilities including the 36,000 capacity GMHBA Stadium, which is home to the Geelong Cats, the Kardinia Park Netball Complex, Geelong Cricket Ground, the Kardinia Aquatic Centre, as well as other fields and ovals.

Greater Geelong will be one of the hosting cities for the 2026 Commonwealth Games, building upon Geelong's long and proud tradition of sport and community.

Artists are open to explore the theme of sport and community in any way and may wish to consider responding to more abstract aspects of sport or celebrate the community spirit of coming together. The artwork should be a contemporary and original response that is open and accessible to the diverse community that will use South Geelong Station.





### Healing Country

The health of Country is in decline as a result of increasing urban development over the years. This has also resulted in adverse impacts on habitat resulting in biodiversity loss. Adopting an approach to Healing Country, restoring and regenerating environmental health and prioritizing the needs of native flora and fauna communities 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. Project wide overarching principles



## 1.4 Site Location and Context

### South Geelong Station

South Geelong offers an abundance of sporting and recreational amenities entered along the Barwon River green corridor and at Kardinia Park. They include a rich network of walking and cycling trails traversing through wetlands, and reserves and sanctuaries along and across the Barwon River. Along with providing recreational amenities that support the health and wellbeing of local communities, the river also provides critical habitat, including for migratory birds, that strengthens the biodiversity and environmental conservation across Greater Geelong.

### The Proposed Public Realm Context

The station design draws from the local context creating a sense of belonging and ownership with the local community and its cultural identity that serves the needs of future generations. The proposed precinct design for is of a high quality, and user-friendly precinct, prioritising safety for all users and a welcoming visible entrance. The design is driven by the current and future daily needs of the local community while also catering to the needs of visitors, particularly on GMHBA Stadium event days. The palette of hard and soft landscaping elements has been developed to respond to the local context and the sustainability objectives of the project.

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



Figure 3. South Geelong Station render - view from station car park

## 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/south-geelong-art-eoi](https://regionalrailrevival.vic.gov.au/south-geelong-art-eoi) to complete the online response by midnight Sunday 5 February 2023

### 2.2 Selection criteria

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

- Understanding of the Creative Brief.
- 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(s) is to confirm their availability to work during the specified period and meet the milestones.

**Table 1: Program timeline**

Phase	Indicative Timing
Phase 1	<b>Expression of Interest</b> 3 January – 5 February 2023
	<b>Review by Creative Advisory Panel and Selection of shortlist</b>
Phase 2	<b>Concept Development</b> Shortlist 3-5 artists to develop concepts including workshop Delivery date 3 March 2023; approx. 4 weeks
	<b>Review by Creative Advisory Panel and Stakeholders</b>
Phase 3	<b>Detailed Design</b> Selected artist to develop detail design Delivery date 21 April 2023; approx. 6 weeks including integration into Djilang Alliance documentation
Stakeholders sign off	<b>Review by Creative Advisory Panel and Stakeholders</b>
Phase 4	<b>Implementation, including fabrication and installation</b> Fabrication to start 1st May. Duration TBC

## 2.4 Creative Advisory Panel

Once submissions have been received, an Advisory Panel will shortlist an applicant or applicants to develop their concept. The Panel will comprise DJA Delivery Team, RPV, Creative Victoria, City of Greater Geelong and Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC).

The Creative Advisory Panel will then make a recommendation to DJA, who will manage artist contracts, construction documentation and fabrication/installation of the artworks.

## 2.5

### Scope of works

Below is an indicative description of the scope of works. The level of detail, scope and the level of involvement required will be negotiated with the Artist or Artist(s) once project commitments are known as part of the artist agreement.

#### 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 brief and themes
- Concept sketch illustrating the layout and extent across the overpass panels and landscape surface, taking into consideration constraints. Indicative maximum total 450m<sup>2</sup> extent on draft scaled drawings provided by Djilang Alliance Design Team.

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

- Concept sketch graphics to be translated into 2 x panel and landscape surfaces to indicate level of detail and constraints  
CAD, Ai vector base artwork or sketch (JPEG) over scaled drawings provided by Djilang Design Team @ 1:50/20
- Indicative dimensions to communicate level of detail of artwork

**Workshops may include:**

- Workshop with Djilang Alliance Design Team, fabricator to assist in shop drawings
- Presentation to Creative Advisory Panel

#### Phase 3 Detail Design

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

- Final canvas to be provided by fabricator/Djilang Alliance Design Team
- Integration of comments from manufacture and Advisory Panel, including changes resulting from cost review

- Detail design illustrating the layout and extent across panels and landscape surface. Indicative/ maximum total 450m<sup>2</sup> pic perf + 100m<sup>2</sup> surface extent on drawings provided by Djilang Design team

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

- Detail Design of the graphics to be translated to panels and landscape surface.

CAD, Ai vector base artwork over scaled drawings provided by Djilang Alliance Design Team @ 1:50/20

- Review of shop drawings provided by fabricator

Illustrative graphic of artwork in situ, integrated into render views for consultation (JPEG).

**Workshops may include:**

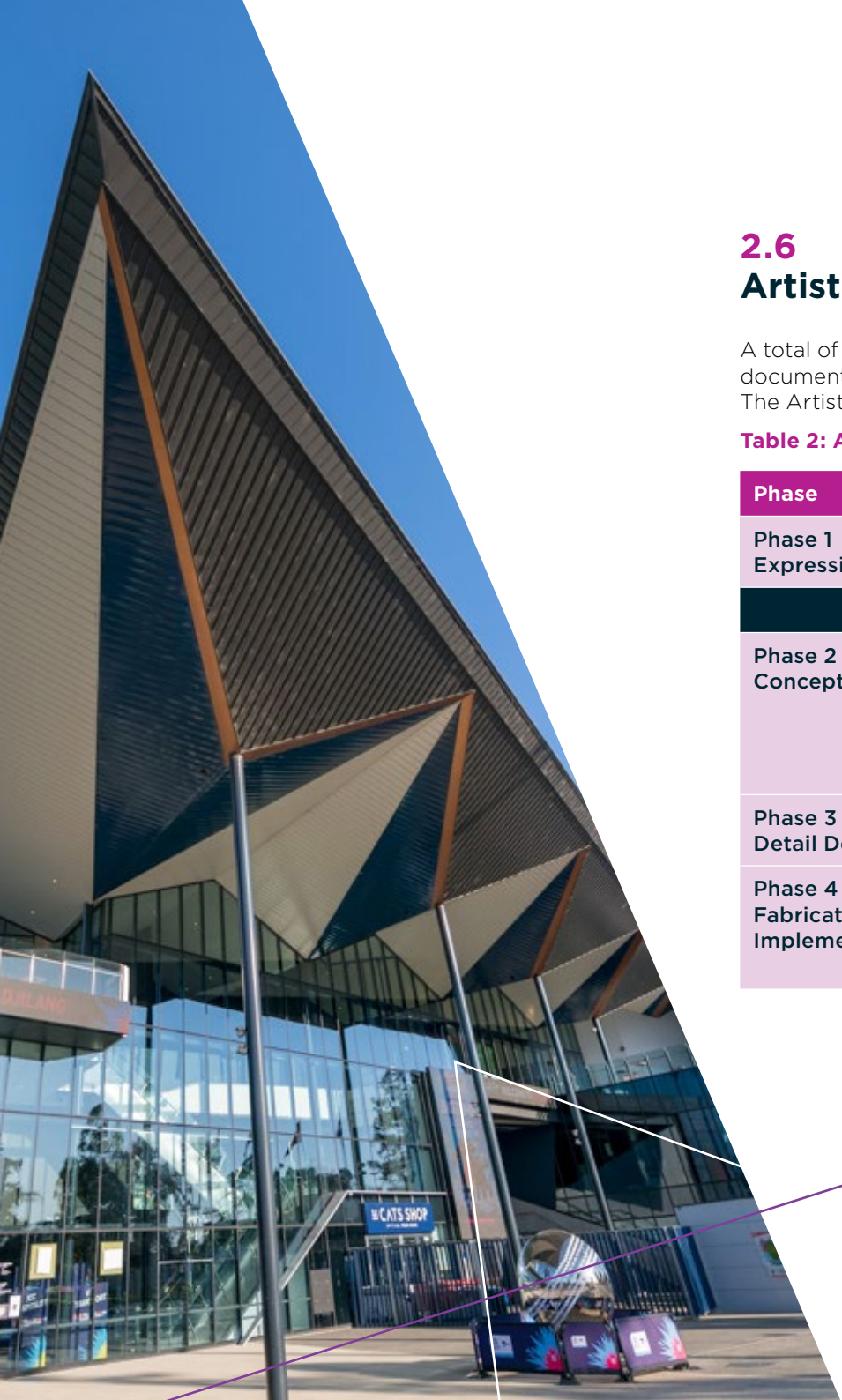
- Workshop with Djilang Alliance Design Team, fabricator to assist in shop drawings
- Presentation to Creative Advisory Panel

## Phase 4 Implementation

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

- Review and sign-off of samples where applicable
- Responses to RFI (Requests For Information)
- Site visit during installation
- Media and promotional involvement. Content to be confirmed and agreed with the Artist.





## 2.6 Artist Fees

A total of \$60,000 numeration is attributed to this creative strategy package. 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>	Artists will be paid an honorarium of \$3,000 (inclusive of GST) to a maximum of 5 shortlisted artists to develop their concepts.  The shortlisted artists will present their concept design to the Creative Advisory Panel. The Panel will evaluate the shortlisted concepts against the Selection Criteria.
<b>Phase 3 Detail Design</b>	The fee payable to the commissioned Artist(s) will be \$50,000 (inclusive of GST).
<b>Phase 4 Fabrication and Implementation</b>	A fee up to \$10,000 (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 (Source: 2016-2036 South Geelong Urban Design Framework). 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 liveability.

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.

Further information on the Geelong Line Upgrade can be found at [bigbuild.vic.gov.au/projects/geelong-line-upgrade](https://bigbuild.vic.gov.au/projects/geelong-line-upgrade)

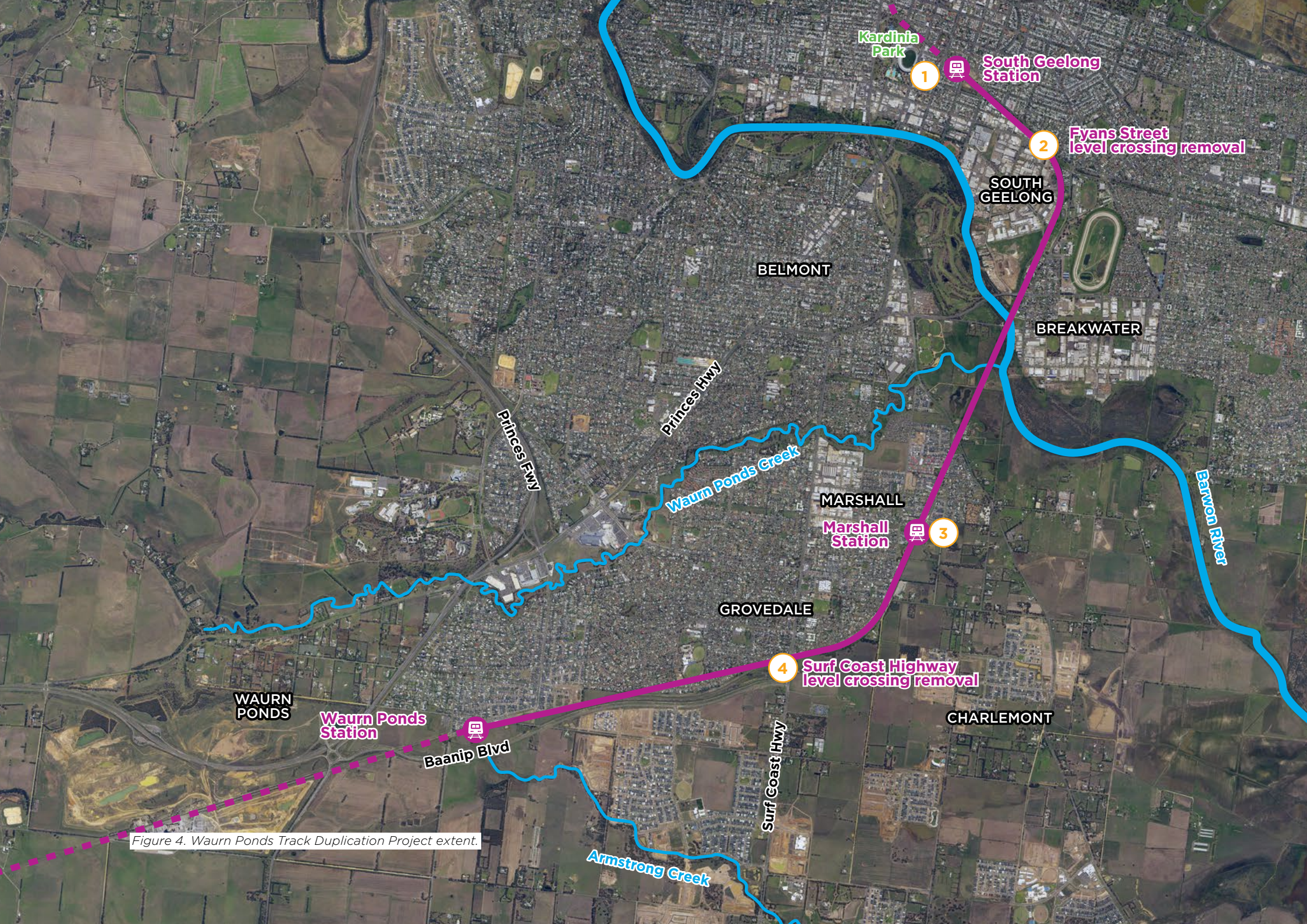


Figure 4. Waurm Ponds Track Duplication Project extent.

## 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 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.

### 4.3 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.

#### 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

### 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.

#### 4.6

### 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.

#### 4.7

### 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.

#### 4.8

### Indigenous Cultural and Intellectual Property (ICIP)

Indigenous creatives work will be treated respectfully and in accordance with Australian and international principles on Indigenous Intellectual and Cultural Property rights (ICIP). These principles have been established to acknowledge that First Nations peoples have the right to control their cultural knowledge, heritage, and its expression.

#### 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. The Artist must 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)

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