



**REGIONAL  
RAIL REVIVAL**

# Creative Brief

## Gippsland Line Upgrade

EXPRESSION OF INTEREST  
FOR PUBLIC ARTWORKS AT  
BUNYIP AND LONGWARRY  
STATIONS



## **Acknowledgment of Country**

We acknowledge the First Peoples and Traditional Owners of the land we now call Victoria and celebrate the history and contemporary creativity of the world's oldest continuous living culture.



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# Contents

<b>1. The creative opportunity</b>	<b>3</b>
<b>2. Commissioning process</b>	<b>6</b>
<b>3. Further information</b>	<b>9</b>
<b>4. Legal information</b>	<b>10</b>



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# 1. The creative opportunity

As part of the Gippsland Line Upgrade, the VicConnect Alliance (VCA) and Rail Projects Victoria (RPV) are seeking an artist to develop public artworks at Bunyip and Longwarry stations.

The creative opportunity is for artists specialising in 2D visual artworks including painting, photography, printmaking or graphics, to create a design that will be imprinted onto custom built, perforated aluminium sheeting.

The opportunity is open to artists at early to mid-career level within the Gippsland region. 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.

The commissioned artwork designs at each station will play an important role in creating a sense of identity and arrival at each of the stations. The artworks will inspire an experience of connectivity across the Gippsland Line.

## 1.1 The commission

The commission is for two artwork designs that will be imprinted onto perforated aluminium panels on the balustrades at the stations' entrances. The artworks will be unique design features, complementing the broader architectural and public realm design and assisting with wayfinding and placemaking aspects for transport users.

The artwork designs should be original and contemporary, and reflect the character of the local area.

Shortlisted artists for the Expression of Interest will receive a detailed briefing from the project team on the production requirements for the commission. The selected artist will then receive technical support from the project team to develop detailed drawings for the fabrication of the artworks.

### 1.1.1 The theme

It is expected that the artworks will respond to their local context. Community engagement has identified key themes that artists may wish to consider in developing their designs.

#### **Native flora and fauna**

The area surrounding Bunyip and Longwarry is home to many species of native birds including sulphur-crested and yellow-tail black cockatoos, king parrots and rosellas, as well as various kingfishers, honeyeaters and wattlebirds. Southern brown bandicoots and swamp wallabies are common to the area with native flora including swamp gums, tea trees and native orchards.

Artists may also consider the project's site context including local history, community stories and surrounding landscape. Integration with the stations' architecture and landscape design including lighting, plantings and material palette can also be considered.

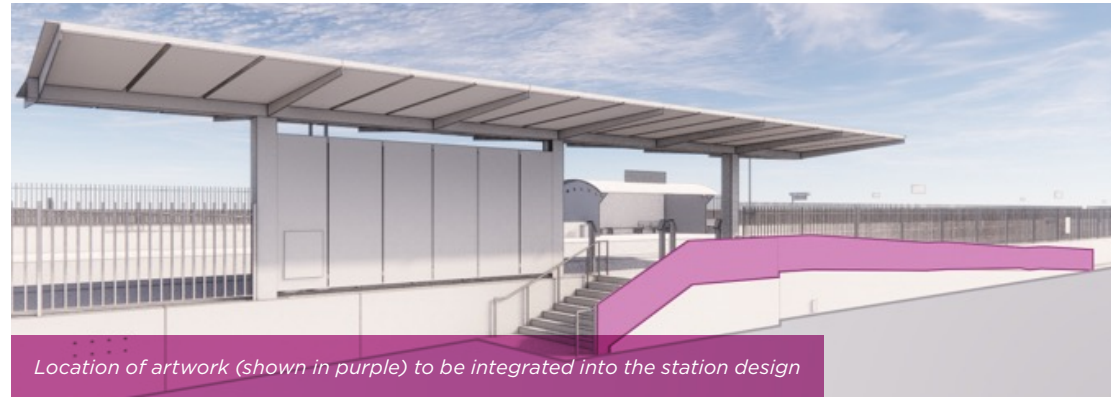
## 1. The creative opportunity

### 1.1.2 Site location and context

#### Bunyip

Located within the Cardinia Shire, Bunyip is situated 80 kilometres south-east of Melbourne. It is a town rich in historical value and Aboriginal Heritage. In fact, it is named after an Aboriginal mythological creature called the Bunyip.

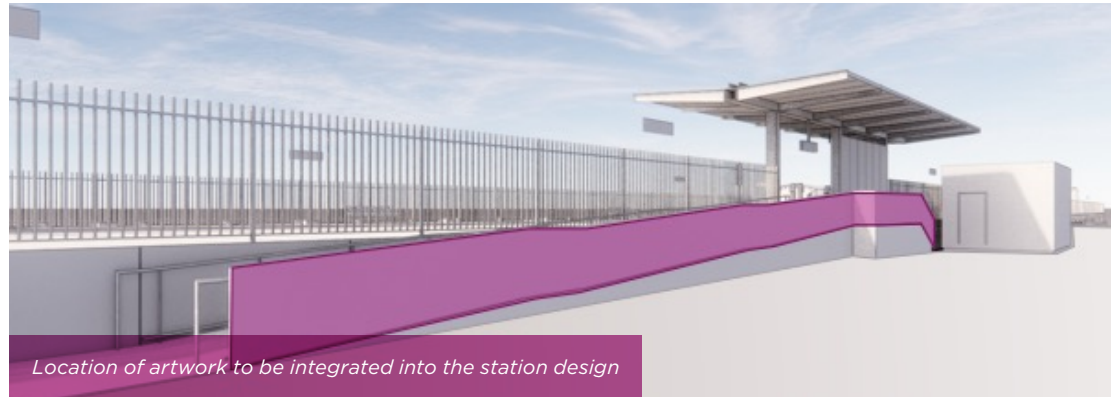
Situated to the south of Main Street, Bunyip Station opened in 1877. The town centre resides along Main Street which houses an array of heritage buildings dating back to the early 1900s. Amongst them today are a number of community facilities including the Bunyip Town Hall, Community Centre and Mobile Library stop.



### Longwarry

Longwarry is a regional town located 83 kilometres from Melbourne within the Shires of Baw Baw and Cardinia. The town was developed in the late 1800's with its original post office opening in 1882. Today there is one primary school in the town.

Longwarry Station opened in 1881 with railway line services to Melbourne and Bairnsdale. Today, the station is located centrally within the town extents but resides within a predominantly residential setting.



## 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 1.2 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 below to complete the online response by midnight Sunday 19 December 2021.

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

### 2.2 Selection criteria

The selection criteria for Phase 1 includes:

- Understanding of the Creative Brief.
- Some experience delivering art projects and working collaboratively with project teams and stakeholders.
- Alignment of the artist interests, capability, and capacity with the Project's technical requirements, program, and creative strategy.

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	Indicative timing
Phase 1	Expression of Interest (3 weeks)
Phase 2	Shortlist 3-5 for Concept Development (3-4 weeks)
Phase 3	1 artist Detailed Design (4 weeks)
Phase 4	Fabrication and Installation (tbc)

## 2.4 Creative advisory panel

Once submissions have been received, the Gippsland Line Upgrade Creative Advisory Panel will shortlist an applicant or applicants to develop their concept. The Panel will comprise VCA, RPV, Creative Victoria, Cardinia and Baw Baw Councils, and an Aboriginal representative from RPV. The Gippsland Line Upgrade Creative Advisory Panel will then make a recommendation to VCA, who will manage artist contracts, construction documentation and fabrication/installation of the artworks.

## 2.5 Artists fee

Table 2 Artist fee for each phase

Phase	Artist fee
<b>Phase 1</b> Expression of Interest	Fees will not be paid for the submission of an Expression of Interest (EOI).
<b>Phase 2</b> Concept Development	The shortlist selected from the EOI to proceed to Stage 2: Concept Development will be paid an honorarium of \$1,000 (GST incl.) to develop their concepts. The shortlisted artists will present their concept design to the Gippsland Line Upgrade Creative Advisory Panel. The Panel will evaluate the shortlisted concepts against the Selection Criteria.
<b>Phase 3</b> Detailed Design	The fee payable to the commissioned Artist(s) will be \$15,000 (inclusive of GST).
<b>Phase 4</b> Fabrication and Implementation	Design implementation fee up to \$5,000 (inclusive of GST). This fee is to cover involvement in the installation process with the delivery team and any engagement activities in support of the commission. This will be commensurate with the level of involvement required and will be negotiated with the Artist once project commitments are known.  Documentation, fabrication and construction costs of the project will be covered by VCA. The Artist, if successful, will be required to sign a contract with the VCA for the delivery of the commission. The Artist must follow all reasonable requests made by VCA in delivering the commission.



# 3. Further information

## 3.1 Project information

The Gippsland Line Upgrade will enable more reliable services and trains every 40 minutes between the peaks between Traralgon and Melbourne by duplicating track, extending a crossing loop, upgrading level crossings and signalling, and adding second platforms at four stations.

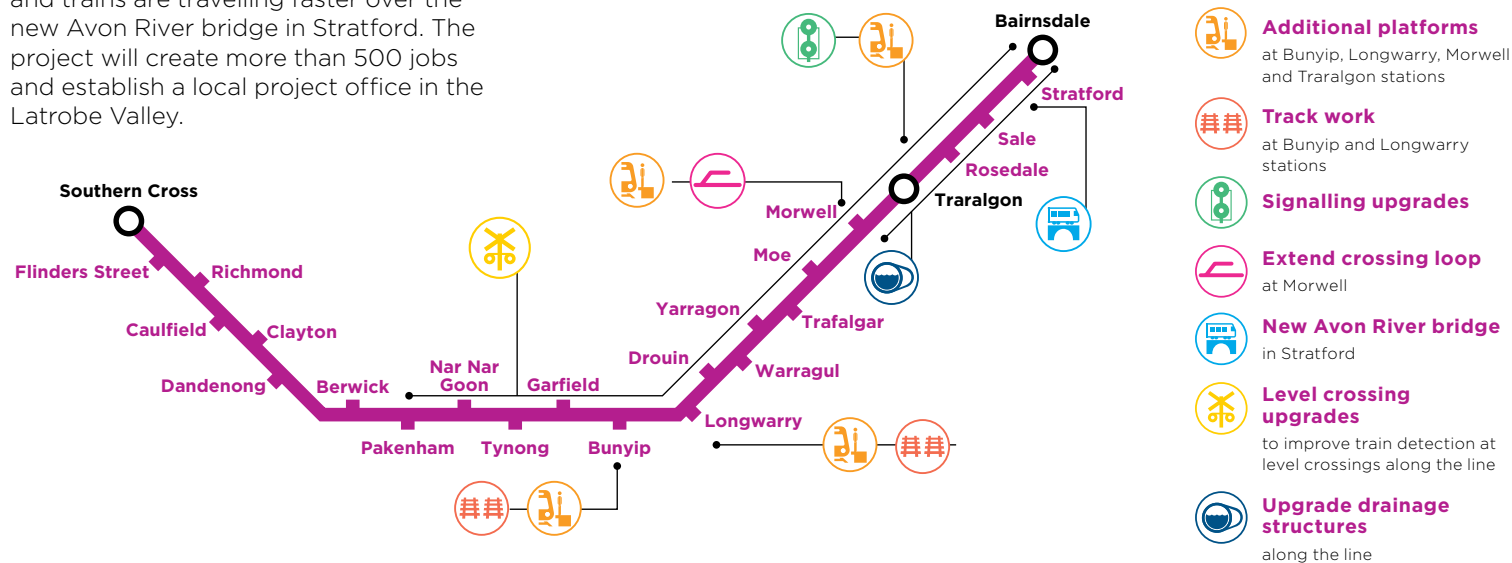
The project has already allowed VLocity trains to run to Bairnsdale for the first time and trains are travelling faster over the new Avon River bridge in Stratford. The project will create more than 500 jobs and establish a local project office in the Latrobe Valley.

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.

As part of the design process for the Gippsland Line Upgrade, the VCA is committed to consulting with stakeholders on aspects of urban design and creative opportunities.

RPV has consulted with the community to identify opportunities to engage in the design process. In addition, the VCA design team has identified elements of the station design where stakeholders can contribute ideas to the urban design.

Further information on the Gippsland Line Upgrade can be found at [regionalrailrevival.vic.gov.au/gippsland](http://regionalrailrevival.vic.gov.au/gippsland)



Gippsland Line Upgrade scope of works

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## 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 VCA 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 Gippsland 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 VCA 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 sub-licence 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 VCA 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, VCA 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 VCA how they wish to be credited.

If the artwork involves the use of any Indigenous cultural intellectual property, VCA 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.

### 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 VCA 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 VCA 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 VCA 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 VCA or RPV on termination at completion of the commission.

The Artist acknowledges that VCA 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.

*Wildlife images courtesy of Amber McLeod.*

## 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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