



GEELONG

Writers Brief Expression of Interest

South Geelong to
Waurin Ponds Duplication
Marshall 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 a Geelong based writer to create a text based story telling piece (the Piece) that will be expressed within the new public forecourt of Marshall Station.

The creative opportunity is suitable for emerging to mid-career writers from the Greater Geelong area.

The commissioned writer will be responsible for developing a creative piece that references the industrial heritage of the Greater Geelong area including the Grovedale Cement Pipe Factory formally adjacent to Marshall Station. Writers are encouraged to explore local histories and stories of the area, either personal or community, that can offer a novel interpretation of heritage and place.

This opportunity is open to writers of short stories, essays, poetry, fiction and creative non-fiction. Shortlisted writers from the EOI will be asked to produce a written piece of no more than 500 words that will be assessed by an advisory panel. Shortlisted entries may also be published on the project's website.

Excerpts of the commissioned written piece will then be permanently expressed within the public realm of the newly designed station forecourt.

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

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



Figure 1. Marshall Station concept image

1.1 The Theme

Writers are asked to respond to the theme of Geelong's industrial heritage and may choose to reference directly the Grovedale Cement Pipe Factory. In responding to the theme, the creative piece may take any literary form.

The site's significance lies in its historical and scientific heritage with the factory producing ovoid piping that was used in the construction of the aquaduct spanning the Barwon River. The ovoid piping and reinforced cement construction system, The French Considère system, and the association with renowned engineers E.G. Stone and E.J. Siddeley, represented a significant technological innovation at the time.

We ask writers to think about the past while drawing connections to the future as Marshall Station is transformed for a growing community. Given this is a transport-related project, writers may also consider ideas of movement, journeys, travel and time.

1.2 The Commission

The commissioned writer will be responsible for creating a storytelling piece which will be expressed in retaining walls in the new Marshall Station forecourt.

Responsibilities include:

- Develop a contemporary response to the theme of industrial heritage of the Greater Geelong area or specifically the historic Grovedale Cement Pipe Factory outlined in this brief
- Edit or work with an editor to select an excerpt, phrase(s), sentence(s), or words that can be displayed in the station's public realm areas
- Work with the DJA design team and contractors to integrate the text into the public realm design including excerpt or word selection, font size, layout and typeface

The DJA project team will provide technical support and integrate the text within the public realm design and will manage fabrication and installation of the final form of the text. The final form is dependent on budget design development and may comprise:

- Impressed text with retaining walls.
- Concrete stencil to walls (specified as sand/water blasted)
- Metal inlay or relief to retaining walls
- Metal fixtures to retaining walls - post application

The text will be applied to retaining walls approximately 30-36m L x 0.4m H. The final submission must be in a digital format as a Word or PDF document.

Figure 2. The Geelong Sewerage Aqueduct



Figure 3. Marshall Station concept image

1.3 Site Location and Context

Marshall

Marshall Station is located approximately 6km from Central Geelong within the Armstrong Creek Growth Area. West of the rail corridor consists of single detached dwellings with a retail and light industrial precinct located at the end of Marshalltown Road. East of the corridor lies rural and semi-rural lands. Upgrades to the existing Marshall Station to include a new station building, platform, track duplication and station precinct will facilitate the growth in the area.

Existing natural assets, the Barwon River and Waurrn Ponds Creek are strengthened by an extensive network of connected open spaces anchored by a biodiversity and conservation corridor running north-south, south of the Marshall Station Precinct.

Marshall Station Heritage

Marshall Station is in what is a relatively flat area with proximity to the Barwon River and its flood plains. Sitting within the Otway Plain Bio-region, Marshall Station might have typically featured EVC Plains Grassland or Grassy Woodland prior to European settlement in the area. Little evidence of this remains on site.

The Wadawurrung People are the Traditional Owners of the land. Unfortunately, there are few known names, words and narratives from the site that can currently be traced to the Wadawurrung people's culture, research is ongoing however.

The station was established in 1897 as Connewarre Station to service the Geelong Racecourse and Showgrounds, located further south in what was called Connewarre. The last event was held in 1906 before being relocated to its current location in South Geelong. Between 1912 and 1914 Geelong Waterworks and Sewerage Trust commissioned the construction of a 17.7km sewer pipe running from Geelong to a point between Torquay and Barwon Heads known as BlackRock. Stone and Siddeley Co. were the successful tenders and established a concrete pipe making factory at the Marshall yard.

The factory also supplied concrete for construction of the Barwon River aqueduct. A 13km light tramway was built to transport spoil and the concrete pipes to the trenches. Remnant heritage concrete features remain on site today and the archaeological heritage has a Heritage Victoria Inventory overlay.

Following the decommissioning of the pipe making factory the site laid empty until 2004 when the station was re-built to what it is today and officially named Marshall Station in 2004.

Marshall Station Proposed Public Realm

The station precinct concept is centred around a green corridor that draws on the grassy woodland's context, within which defined movement routes and landscape rooms are arranged. Green bands have been expressed across the site transitioning from loose and wide spacing, becoming more intense and regular towards the station forecourt. These bands act as a spatial and visual organiser through the site, connecting distinct rooms (public spaces) and transport functions within the precinct and creating a distinct character for Marshall Station. Each room possesses a different landscape character to provide an enhanced, unique and diverse experience as you move through the precinct.

More information can be found at bigbuild.vic.gov.au/projects/geelong-line-upgrade/projects/marshall-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 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 Project will continue the concept of Greater Geelong/Djilang as a place of journey, rest and movement.

Figure 4. Project wide overarching principles



Figure 5. Concept Image – aerial view of Marshall Station

2 Commissioning Process

2.1 Making a submission

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

1. Outline your writing practice, including any previous experience delivering written 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 1.1 in developing your proposed concept (up to 300 words)
3. Provide up to three (3) examples of your previous work, and/or links to websites showcasing your work. Please visit the website: bit.ly/47aEG1A to complete the online response by 5pm on Sunday 10 September 2023.

2.2 Selection criteria

The selection criteria for Phase 1 includes:

- Understanding of the Writers Brief
- Alignment of the writer's interests and capacity to respond to the themes based on previous work
- Some experience delivering writing 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 Writer has demonstrated potential to deliver a high-quality outcome
- Capacity to work with design and technical teams
The Writer has demonstrated willingness to work in a collaborative way with the project team to ensure that the piece 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 Writer upon award of contract. The Writer is to confirm their availability to work during the specified period and meet the milestones.

Table 1: Indicative Program Timeline

Phase	Indicative Timing
Phase 1	Expression of Interest 4 week publication period, August – September 2023.
	Review by Advisory Panel and Selection of short list (approx. 2 weeks) September 2023.
Phase 2	Concept Development Shortlist 3-5 Writers to develop for concept including briefing workshop TBC October 2023.
	Writers presentation and Advisory Panel recommendation period (approx. 2 weeks).
Phase 3	Detailed Design/Editing Commissioned writer to develop and edit piece in context with public realm design. Approx. 6 weeks including integration into DJA documentation. November – December 2023.
	Writers presentation to Advisory Panel, December 2023-January 2024.
Phase 4	Implementation, including fabrication and installation TBC; duration 2024

2.4 Advisory Panel

Once EOI submissions have been received, an Advisory Panel will shortlist 3-5 applicants to develop their concept. The Panel will comprise of DJA Delivery Team, RPV Creative Strategy team, Creative Victoria, Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC) and a subject matter expert (TBC).

The Advisory Panel will then make a recommendation to DJA for approval by RPV. DJA will manage writers contracts, construction documentation and fabrication/ installation of the piece.

2.5 Scope of works

Below is an indicative description of the scope of works. The level of detail, detail of the scope and the level of involvement required will be negotiated with the Writer 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 shall include:

- A written piece exceeding no more than 500 words.
- Any supporting research materials that demonstrates an understanding of the industrial heritage of the Greater Geelong area including the Grovedale Cement Pipe Factory heritage has influenced your written piece.

Workshops may include:

- Briefing from DJA and opportunity for questions (online)
- Presentation to stakeholders/Writer Advisory Panel (in person in Geelong)

Phase 3 Detail Design

The deliverables for this stage may include:

- Edited excerpt of the written piece to be expressed in the public realm design
- Detailed design phase with DJA design team to help determine the location, layout and style of the written piece.

Workshops may include:

- Workshop with DJA design team (online / in person where necessary)
- Presentation to Advisory Panel (online)

Figure 6. The Barwon River Aqueduct - 1914. (Source: The University of Melbourne digitised collections)

Phase 4 Implementation

The Writer's involvement in this phase will be confirmed pending design outcomes of Phase 3. The deliverables for this stage may include:

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



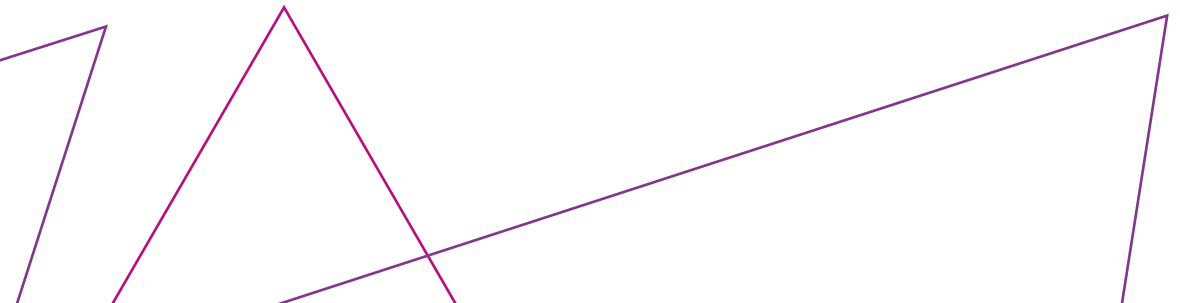


2.6 Writers Fee

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

Table 2: Artist Fee for each phase

Phase	Fees
Phase 1 Expression of Interest	Fees will not be paid for the submission of an Expression of Interest (EOI).
	Submissions reviewed by Advisory Panel and shortlist selected proceed to Phase 2
Phase 2 Concept Development	Writers will be paid an honorarium of \$1,500 (inclusive of GST) to a maximum of 5 shortlisted writers to develop their written pieces. The shortlisted writers will present their work to the Advisory Panel. The Panel will evaluate the shortlisted pieces against the Selection Criteria and provide a recommendation to RPV and DJA.
Phase 3 Detail Design	The fee payable to the commissioned Writer will be \$5,000 (inclusive of GST). No further royalties will be paid for the work.



3 Further Information

3.1 Project information

The South Geelong to Waurin Ponds 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 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. As part of the design process for the Geelong Line Upgrade, the DJA is committed to consulting with stakeholders on aspects of urban design and creative opportunities.

Further information on the Geelong Line Upgrade can be found at bigbuild.vic.gov.au/projects/geelong-line-upgrade

Legend

- Proposed track duplication
- New station precincts
- Level crossing removals
- Second platforms
- Pedestrian overpasses
- Additional track
- Additional parking
- Business case

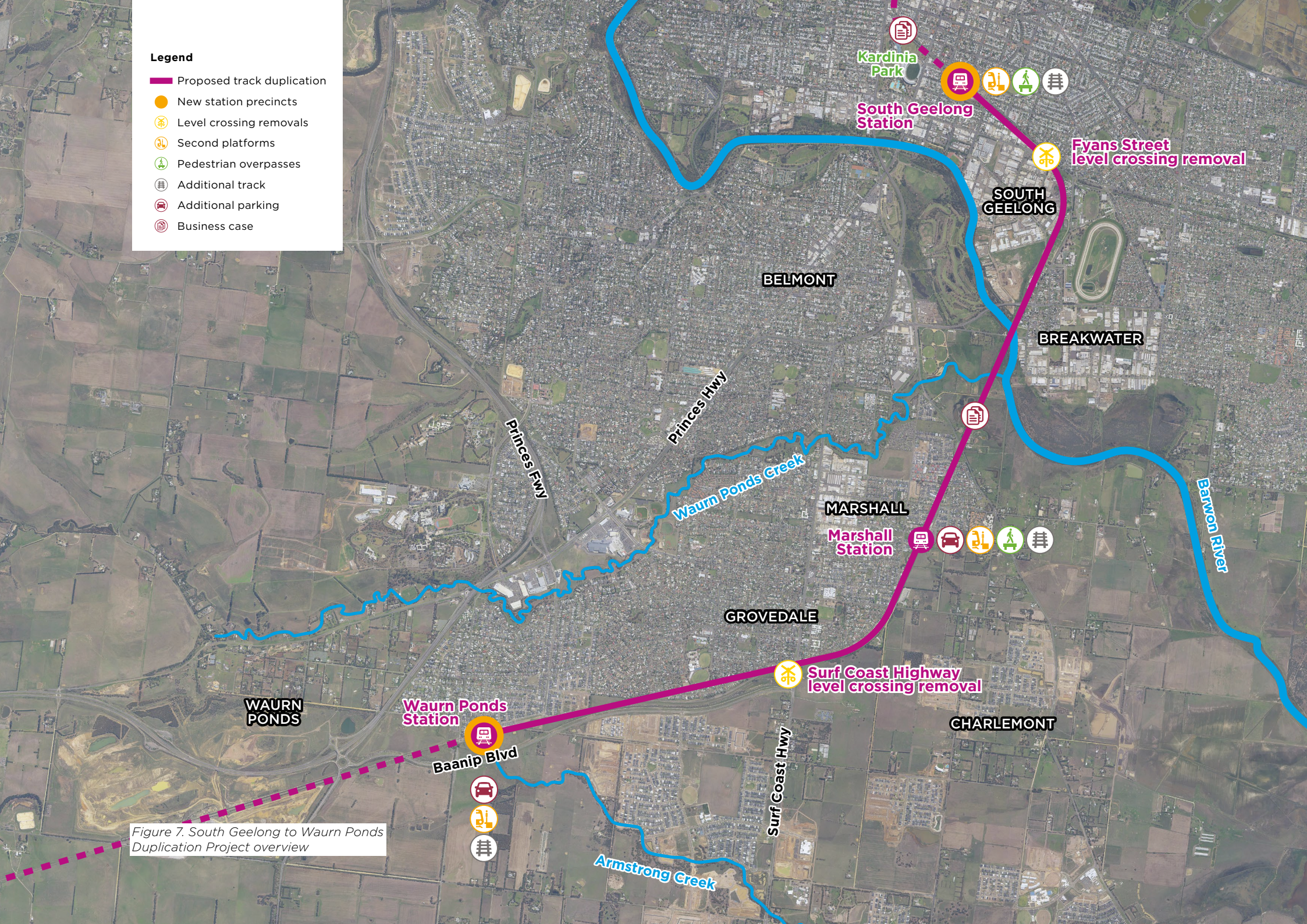


Figure 7. South Geelong to Waurn Ponds Duplication Project overview

4 Legal information

4.1 Copyright

Copyright of the artwork remains with the Writer however by undertaking this commission, the expectation is that the Writer 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 Writer will retain ownership of the intellectual property rights in the material produced for the Commission; subject to the Writer 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 Writer as the creator of the artwork in a reasonably prominent position near the artwork. The Writer 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. TBC

4.5 Social media

RPV's digital channels will be used to promote the commission. The Writer 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 Writer employs appropriate discernment and judgement when posting images relating to the commission on social media.

4.6 Publicity and media responsibilities

The Writer must not directly publicise details of the commission, including via media or social media, without prior approval by DJA and RPV. The Writer 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 Writer 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 Writer 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 Writer of this requirement and without the need on the part of RPV and/or DJA to prove any special damage.

4.8 Indigenous Cultural and Intellectual Property (ICIP)

Indigenous creative 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 Form of Contract

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


Form of contract can be provided for review.



Figure 7. Heritage objects from Grovedale cement factory.

More information

 regionalrailrevival.vic.gov.au

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

Rail Projects Victoria
PO Box 2392, Melbourne, VIC 3001