

Seaport Levee Wall Public Art Project

Artist Brief

Introduction

The City of Launceston is seeking Expressions of Interest (EOI) from Australian artist(s) to design and implement a mural on the Seaport wall running parallel to the Tamar Highway.

Project Overview

Guided by the City's [Public Art Strategy 2023 - 2031](#) and [Cultural Strategy 2020 - 2030](#) this project is a continuation of the recent City of Launceston led mural projects. Council aims to create a sense of place within the community and share our unique stories, while also promoting innovative methods to prevent graffiti vandalism.

Expressions of Interest (EOI) for this project closes at **5.00pm, Sunday, 20 April, 2025**.

Commission Scope

The Seaport levee wall functions as part of the City of Launceston's flood mitigation measures denoting its size and scale. Furthermore, its proximity to many of the city's gastronomical attractions and a major roadway result in it being a prominent wall seen by tourists and locals alike.

The dimensions of the wall are approximately: 3m tall x 135m wide

Consideration will be given to artists and designs that respond to the site, the broader City of Launceston, and Tasmania, while balancing artistic merit with a design that does not pose a risk to drivers. Furthermore, City of Launceston wish to minimize impact to drivers during the installation period and artists must consider installation methods and tools that will minimize potential impact to drivers, consideration of this must be documented in the assessment criteria.

The preferred artist(s) will develop a concept design proposal and present it to the City of Launceston for feedback and comments. The design of the artwork must implement measures to prevent potential graffiti and vandalism. The artists must adequately prepare the site and use high-quality materials to ensure that the artwork requires minimal ongoing maintenance. The artwork must have a minimum intended life span of at least 5 years. The City of Launceston reserves the right to re-paint over the artwork in the future.

The artist(s) will be required to dispose of waste materials such as empty aerosol/paint cans and clean any paint spatters in a sustainable and responsible manner, and use drop sheets where necessary. The City of Launceston will take responsibility for cleaning the work area prior to artwork installation and applying anti-graffiti coating to the installed mural.

The artist(s) will retain copyright of the artwork and of any designs created. The artist(s) agrees to permit the City of Launceston to publish reproductions of the artwork for any non-commercial purpose, including the City of Launceston brochures and promotional materials. The City of Launceston will acknowledge the artist(s) as the creator of the artwork in all the City of Launceston publications in which the artwork is included.



Figure 1 - Seaport levee wall (length of the proposed site)



Figure 2 - Seaport levee wall (as seen from the footpath)



Figure 3 - Seaport levee wall (southern end)



Figure 4 - Seaport levee wall (southern end meeting grass bank)

Timeline

Timeline

Key dates include:

Activity	End Date
Expressions of Interest open	Friday 4 April 2025
Expressions of Interest close	5.00pm Sunday 20 April 2025
Final design approval	Friday 3 May 2024
Installation period	Sunday 8 June 2025

Project Budget

A fixed budget of \$60,770.00 (excluding GST) will be available for the artist(s) selected to deliver this project. The budget is to be inclusive of all costs associated with the commission, including artist fees, design development, travel, equipment, materials, labour, equipment and other associated costs for the delivery of the work (excluding traffic management).

Staged payments will be made to the artist(s) in accordance with the following project milestones as specified:

Milestones	Payment
Concept development	\$2,000.00 (excluding GST)
Design approval	\$8,000.00 (excluding GST)
Mural handover	\$50,770.00 (excluding GST)

Evaluation Criteria

A selection panel comprising of Council Officers and member(s) on the City of Launceston's Cultural Advisory Committee will review the Expressions of Interest to award the commission to an artist(s) based on evaluation criteria:

Criteria	Weight
a. Artist statement <ul style="list-style-type: none"> Provide up to 300 words addressing the brief and/or indicating your interest in the project 	20%
b. Demonstrated experience <ul style="list-style-type: none"> Provide a current Curriculum Vitae including two relevant referees Provide up to 5 images of previous relevant artworks that demonstrate your experience and style of work 	40%
c. Understanding of the requirements and proposed methodology <ul style="list-style-type: none"> Provide a methodology/work plan, e.g., indication of materials, fabrication, equipment to be utilised, installation methods and maintenance, durability, stakeholder consultation Provide an Occupational Health and Safety (OHS) and/or risk management/assessment plan, e.g., identified risks that may impact schedule and details of responsible parties for the installation of the work and describe any potential risks associated with the installation of the work and how those risks will be mitigated 	40%

Expression of Interest (EOI)

To be considered for this project, artists are requested to provide following information and supply their responses addressing the Evaluation Criteria:

Contact details					
Title		Given Name/s			
Surname					
Unit/Street No		Street			
Suburb		State		Postcode	
Contact phone number					
Contact email address					
ABN					

a. Artist statement

b. Demonstrated experience

c. Understanding of the requirements and proposed methodology

Submission Checklist

I have included:

- | |
|---|
| <input type="checkbox"/> completed Expression of Interest (EOI) along with any relevant attachments |
| <input type="checkbox"/> copy of current Public Liability Insurance (or statement of intention to obtain) |
| <input type="checkbox"/> supporting documents (optional), e.g., portfolio, social media, website, weblink, etc. |

Signed by the artist:

Signature: _____

Date: / /

Expression of Interest (EOI) must be supplied by 5:00pm, Sunday 20 April 2025 to contactus@launceston.tas.gov.au

Any questions or clarifications can be directed to:

Henry Watson
 Arts and Culture Officer
 City of Launceston
Henry.watson@launceston.tas.gov.au or 03 6323 3525

For more information go to: launceston.tas.gov.au/Arts-and-Culture/Public-Art