



## 1 INTRODUCTION

Towong Shire Council is seeking a suitably qualified individual, business or organisation to design, produce and install five large-scale artwork pieces. The series of artwork will become a significant offering of the Great River Road project; an Upper Murray community initiative that will see the Murray River Road from Bellbridge to Khancoban upgraded to become one of Victoria’s iconic touring routes.

### 1.1 Background

The Upper Murray 2030 Vision Plan was completed in 2016 following a comprehensive community consultation process. The Plan identifies and explores the implementation of ‘game changing’ projects for the Upper Murray; ultimately, setting the scene for future development of the region. The Upper Murray 2030 Vision Plan identifies five key projects, one of which is the development of the Great River Road. Towong Shire sought and received funding for the project from:

- The Commonwealth of Australia
- Victorian State Government
- The Man from Snowy River Tourist Association
- Upper Murray Business Inc.

The Great River Road initiative will see upgrades (by the means of wayside stops, interpretive material and lookouts), to the existing Murray River Road to produce the ‘Great River Road’ Touring Route. The artwork series will form a significant component of the Great River offering.

For more detail regarding the project, download the Great River Road Strategic Plan from the Towong Shire Council website <https://www.towong.vic.gov.au/major-projects/community-masterplans/images/160524-Upper-Murray-2030-Great-River-Road1.pdf>

### 1.2 Commissioning organisation

Towong Shire Council is commissioning the project. The project is being led by the Great River Road Reference Group, a Steering Group with representation from the community, the Upper Murray 2030 Interim Community Board, Snowy Valleys Council and Towong Shire Council. The Upper Murray 2030 Interim Community Board represents the diverse community in the Upper Murray region and is driving the delivery of the broader Upper Murray 2030 Vision Plan. With extensive experience in the field, Murray Arts is assisting in the delivery of the artwork series component of the project.

### 1.3 The Successful applicant

The Commission is open to individual artists, groups, businesses and organisations. Towong Shire Council is open to the successful applicant subcontracting elements of the works if required.

### 1.4 Vision for the artwork series

Five public artworks will make up the series. Each piece will be located at one of the key sites along the Great River Road Touring Route; namely Tintaldra, Khancoban, Newmans Lookout, Bringenbrong and Mt Alfred Gap.

The Vision for the artwork series encompasses:

- The five public artworks will have a common theme
- Each piece will be of significant size
- Each piece will ideally portray movement
- Each piece will provide some element of interaction with visitors
- The design and positioning of each public artwork will maximize the potential for exposure via social media
- Each piece should resonate with the Murray River.

## 2 SITE FOR THE COMMISSION

### 2.1 Site characteristics

Five sites have been chosen for the installation of the artwork pieces:

#### **Tintaldra**

On the Victorian side of the riverbank immediately west of the bridge crossing the Murray River. Alternatively on the central town median strip.

#### **Khancoban**

A new rest stop being developed on the western side of the Khancoban Township adjacent the Alpine Way.

#### **Newmans Lookout**

Existing lookout site immediately adjacent the Murray River Road (Great River Road), between Walwa and Tintaldra. Sensational views of the Snowy Mountains are offered.

#### **Bringenbrong Reserve**

Rest area adjoining the Murray River. On the left-hand side of the Alpine way immediately as you enter NSW from Victoria en-route to Khancoban. Khancoban is a recognised fly-fishing destination.

#### **Mt Alfred Gap**

A new lookout site being developed at Mount Alfred Gap. Spectacular views of the Murray River and floodplains will be offered to the East and West.

Whilst the general site location for each public artwork has been identified, the exact location onsite is negotiable.

Each artwork piece will be incorporated into the overall landscaping of the site. Hence, the successful applicant will be required to work with the Great River Road project managers to incorporate public artwork into site plans.

Applicants are encouraged to contact Towong Shire Council's Economic Development Officer, Kerissa Heritage for further details and/or arrange site visits.

## **2.2 Compliance**

The successful applicant will be required to ensure the installation of all artwork pieces complies with relevant legislation. This includes identifying, applying for and receiving required permits. Any expense associated with receiving required permits will become the cost of the successful applicant.

All applicants are encouraged to discuss permits with the project managers as it is expected that many of the required permits may have already been received (for the completion of other works onsite).

The successful applicant will be required to supply a structural engineers report, for each artwork piece.

## **3 THE ARTWORK SERIES**

### **3.1 Concept**

The public artwork's will:

- Be prominent and highly visible
- Portray artistic creativity
- Follow a common theme
- Be of significant size
- Ideally portray movement
- Have an element of interactivity (e.g. children's play equipment, the vision of being picked up by an eagle etc.)
- Maximize the potential for exposure via social media
- Resonate with the Murray River
- Express high quality.

The Steering Group has proposed initial concepts for each site. Whilst these concepts are desired to be built into the final artwork series, applicants are welcome to propose different themes/concepts.

#### **Tintaldra Site**

A Murray Cod jumping over the old pylon in the Murray River. The public artwork would be completed on the Riverbank by a platform and 'fishing rod'. In its entirety, the public artwork would give the perception of the rod hooking the Murray Cod (providing a great photo opportunity).

#### **Khancoban Site**

Rainbow Trout. Creativity regarding the interactive element is to form part of the applicant's submission.

#### **Newman's Lookout**

Bogong Moths. Newman's Lookout offers views over the corroboree grounds where Bogong moths were eaten as part of traditional Aboriginal ceremonies. Creativity regarding the interactive element is to form part of the applicant's submission. It is envisaged the artwork will be positioned in the central median strip area between the service road and Murray river Road.

**Bringenbrong Reserve**

Murray Cray. Creativity regarding the interactive element is to form part of the applicant’s submission.

**Mt Alfred Gap**

Wedge Tail Eagle. Creativity regarding the interactive element is to form part of the applicant’s submission.

**3.2 Target audience**

The target audience is prioritised as:

- Visitors to the Upper Murray, a large proportion of which will be tourers
- Residents of the Upper Murray including children of various ages
- Cycle tourers
- Photographers.

**3.3 Ambience of the Series**

The series will:

- create a welcoming landmark
- Ideally be visible by those driving towards and past the sites
- be visually appropriate and relevant to the selected sites
- encourage interaction from visitors.

The series may:

- comprise of a number of elements, as long as it meets other project requirements
- Include smaller lead-up interventions to signal the stand-alone work, however this must not compromise the size of the key public artwork piece.

**3.4 Materials**

The series will:

- Be made of durable, robust, high-quality, low-maintenance materials
- Withstand the potential buildup of pollutants
- Be easily cleaned to remove dirt and general grime
- Meet all relevant safety standards and avoid dangerous protrusions and sharp edges
- Require minimal ongoing maintenance
- Have a minimum life span of 20 years.

**3.5 Practical considerations**

The series will:

- Comply with issues identified within the guidelines for Public Artwork in Road Reserves
- comply with all relevant Australian standards and building codes
- be treated with an anti-graffiti coating, depending on the nature of the material used
- Not be reliant on power sources.

#### 4 STAKEHOLDER CONSULTATION

Significant consultation has been undertaken in the development of this brief by various stakeholders. In particular, the Great River Road Reference Group has provided direction for the development of the overall vision.

The successful applicant will be required to meet with the Great River Road Reference Group immediately prior to work commencing. Doing so, will provide both parties the opportunity to workshop ideas and clarify/finalise the project's vision.

The Great River Road would welcome further consultation if required.

#### 5 PROJECT ADVISORY PANEL

##### 5.1 Project Advisory Panel

**Great River Road**

**Reference Group:** 4 selected representatives

**Towong Shire Council:** Kerissa Heritage, Economic Development Officer

**Murray Arts:** Alyce Fisher, Executive Director

##### 5.2 Role of the Project Advisory Panel

The Project Advisory Panel has been responsible for the development of the project to date. Committee members will be available to provide advice regarding specific queries or issues relevant to their expertise. Other roles of the Project Advisory Panel are:

- The Project Advisory Panel will select artist/s to undertake the design proposal stage. Members of the panel are aware of the issues relevant to their particular organisation in relation to the installation of permanent public artwork/s
- The Project Advisory Panel will assess submissions and make a recommendation to Towong Shire Council on:
  - Which individual, business or organisation should be contracted to undertake the design phase
  - Upon reviewing design/s, recommend which individual, business or organisation should be appointed to complete the commission
- Murray Arts will appoint the successful applicant on behalf of Towong Shire Council. Contracts will clearly identify, the responsibilities of all parties during the fabrication and installation of the work.

## 6 COMMISSIONING PROCESS AND TIMELINE

### 6.1 Commissioning process – overview

Date	Phase	Activity
6 March – 16 April 2018	1	Invitation to Tender - Open. Artist Brief circulated.
16 April – 1 May 2018	2	Panel assessment of received EOIs; applicant/s selected to undertake the design phase.
2 May 2018	3	Successful artist/s appointed to undertake the design phase.
25 May – 31 May 2018	4	Artist/s appointed to undertake the design phase are to present the vision of designs onsite to the Project Advisory Committee. One full day will be required.
1 June 2018	5	Successful artist awarded contract.
31 October 2018	6	Installation complete.
TBA	7	Formal unveiling and ceremony

### 6.2 Expressions of interest

Responses to the Invitation to Tender - are to be addressed to:

Alyce Fisher

Executive Director, Murray Arts

**Email:** [director@murrayarts.org.au](mailto:director@murrayarts.org.au)

**Post:** PO Box 7142, Albury, NSW, 2640

Responses to the Invitation to Tender must be received by 9am Monday 16 April 2018.

Responses to the Invitation to Tender shall include:

- A written response to the artist brief – no more than 6 pages
  - Acknowledging the five site locations
  - including proposed basic concepts for each artwork at each identified site
  - indicative budget for the design, construction and implementation of the artwork series.
- Curriculum vitae. If applying as a collective of artists, include CVs of all vested (please clarify with the advisory panel if required). – no more than 4 pages
- Up to 10 images of relevant previous work with reference to materials, dimension, location, commissioner, collaborative partners (if relevant) and budget.
- Public liability certificate of currency.

### 6.3 Invitation to Tender – assessment criteria

Demonstrated understanding of brief. Artwork concepts resonating with the provided vision.	30%
Creativity and appeal of series concepts.	30%
Experience working with large-scale public artwork deemed for the public realm.	15%
Demonstrated ability to work within project timelines.	15%
Price	10%

#### 6.4 Design proposal preparation

The applicant/s selected to move into the Design Proposal Phase will be paid a provision of \$5,000. The design proposal will comprise of:

- A Model/Marquette of the proposed works, together with drawings and elevations, as necessary, to convey the concept. This work is to be presented in a professional and artistic manner.
- A site plan showing the location of the proposed public artworks [Note: Towong Shire Council can supply site plans absent of artwork].
- A written concept paper.
- Fabrication program including a timeline for the development and installation of the artwork pieces.
- An indication of any known ongoing maintenance requirements associated with the proposal.

The successful proposal will need to be certified, during the design development stage, by a structural engineer. It is necessary that preliminary discussions with qualified engineers take place during the design proposal stage. All parties need to be satisfied that the proposal is achievable within the submitted budgets.

Concept papers and supporting material for consideration should be provided to the members of the Advisory Panel during Phase 4. All work presented is to be of professional standard and artistic quality that clearly conveys the design.

#### 6.5 Design proposal – assessment criteria

Artwork designs resonating with the brief.	30%
Creativity and appeal of the artwork series designs.	30%
The ability of the artwork series to communicate its concept and underpinnings.	10%
Design materials – durability and maintenance of.	15%
Quality and presentation of design proposal.	15%

Artists must be able to undertake the design proposal, fabrication and installation within the timeframe stated in section 7.1.

#### 7 BUDGET

A provision of \$5,000 has been allocated to the design proposal component of the project, if required.

The fabrication and installation of series is expected to be delivered within a total budget of between \$130,000 - \$150,000.

## **8 CONTACTS**

**Kerissa Heritage, Economic Development Officer, Towong Shire Council**

0428 568 156

[kerissa.heritage@towong.vic.gov.au](mailto:kerissa.heritage@towong.vic.gov.au)

**Alyce Fisher, Executive Director, Murray Arts**

0407 213 034

[director@murrayarts.org.au](mailto:director@murrayarts.org.au)