

Expressions of Interest (EOI)

Public Art Commission | Margaret River Main Street Flag Banners

DUE: FRIDAY 20 NOVEMBER AT 5.00PM

Alignment to the

Strategic Community Plan 2025-35

One community, standing together with nature

Caring for our natural environment

- **E1** Natural landscapes are protected and managed to preserve and restore their biodiversity and cultural values.
- **E2** New development is concentrated within clearly defined areas to avoid impacts on remaining farmland and ecosystems.
- **E3** Waste is minimised with a focus on keeping resources in circulation.
- **E4** The Shire and community are committed to climate action, reducing carbon emissions and achieving net zero.
- **E5** Industry, government, community and visitors understand, respect, and steward the environment.
- **E6** Water resources are protected and well-managed to ensure ecosystems flourish in the region.
- **E7** Strong community partnerships support environmental initiatives and projects.

Managing our built environment

- **B1** Townsites develop in a manner that retains their unique identity and encourages community connection, safety and vibrancy.
- **B2** Active lifestyles are supported through a range of facilities, sports and recreation opportunities and public open space.
- **B3** Community halls, libraries and other facilities continue to evolve to meet our community's needs.
- **B4** A well-connected network of paths, cycle trails, roads and transport options allows safe movement through and between townsites.
- **B5** Residents and seasonal workers have access to a diverse range of housing options that meet their needs and budgets.
- **B6** Our built environment is functional, sustainable, accessible, safe, and sympathetic to the surrounds.

Looking after our growing community

- **C1** Our healthcare, childcare, aged care and education services are well-resourced and responsive to the needs of a growing and ageing population.
- **C2** Young people feel valued, empowered and engaged, and have good opportunities for building a future here.
- **C3** Our community's wellbeing is supported by a variety of services, programs and community groups that build strength and connection.
- **C4** Farmers and local businesses feel valued and can thrive in a supportive economic and regulatory environment that acknowledges our responsibilities to future generations.
- **C5** We are welcoming and inclusive to all, regardless of background and ability, and our multicultural community is enriched by Wadandi Pibelmen culture and knowledge.
- **C6** The health, safety and resilience of our communities is supported through a coordinated approach of risk management, response and recovery.
- **C7** Our vibrant arts and events showcase and celebrate our unique identity, bring public spaces to life, and create meaningful experiences for all.

How we work

- **W1** We act with a community-first mindset, where customer service is the responsibility of all staff.
- **W2** Our communication reflects integrity, care, and a commitment to building enduring relationships with our community.
- **W3** We actively listen, engage and collaborate with our whole community to better understand all perspectives to inform our decision-making.
- **W4** We demonstrate ethical leadership at all levels in our organisation, making decisions in an open, transparent and accountable way.
- **W5** We embrace a courageous mindset to meet the unique challenges of our times, pursuing bold and creative ideas for a sustainable future.
- **W6** We manage our finances responsibly, investing in services and assets that deliver sustainable, long-term value for now and the future.
- **W7** We provide a supportive, empowering and safe environment that encourages Council and staff to deliver to their best potential.
- **W8** We ensure our processes, systems and services are fit-for-purpose and evolve to meet the diverse needs of all who use them.

The Shire of Augusta Margaret River acknowledges we are on Wadandi and Pibelmen Boodja, whose ancestors and their descendants are the Cultural Custodians of this Country. We acknowledge the Wadandi and Pibelmen have been Custodians since the land was soft (creation times) and continue to perform age old ceremonies of celebration, initiation and renewal. We acknowledge their living culture and their unique role in the life of this region. The Shire is committed to Aboriginal Australians sharing fairly and equitably in the region's cultural, social, environmental and economic future.



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PART A

1. Introduction

The Shire of Augusta Margaret River (The Client) is inviting suitably experienced artists who reside in South West WA to submit an Expression of Interest (EOI) for the development of flag banner artworks to be displayed within the Margaret River town centre from January 2027.

Artists are invited to develop original artworks that celebrate the Shire Vision of "One Community, Standing Together with Nature" through the lens of community identity, local character and sense of place. Artworks should reflect the diversity of the Shire's communities, townsites, industries, cultures, experiences and natural environments.

This document provides a broad outline of the project scope, conditions, and the process required to submit an Expression of Interest (EOI) for artwork to be considered.

2. Project description

Inspired by the Shire's Vision, 'One Community, Standing Together with Nature', artists are invited to create artwork that reflects the interconnected relationship between community, place, environment and local economy.

The Shire is seeking designs that balance:

- Community and nature;
- Culture and economy;
- People and place; and
- The diversity of industries, communities and townsites across the region.

Artwork should capture the diversity of life within the Shire, celebrating the people, businesses, volunteers, creatives, industries and communities and environments that contribute to the shire's character and sense of place.

The banners should create a vibrant and authentic representation of the Shire and resonate with residents and visitors alike.

The Shire is seeking banners artworks to be displayed seasonally for up to a period of five years. Artworks should be designed to have longevity (rather than focus on a passing trend or date), adopt an artistic and creative direction rather than promotional messaging or designs that are overly literal and be visually attractive and impactful from a distance.

Designs should allow for inclusion of the Shire logo, available below. This does not need to be included on every banner.

Full Colour Logo: **Reversed Logo:**

Jpeg: http://bit.ly/43MZtsr **Jpeg:** https://bit.ly/4cmVgNwhttps://bit.ly/4cmVgNw

Png: http://bit.ly/4kEla3Q **Png:** https://bit.ly/3Xv8DqGhttps://bit.ly/3Xv8DqG

3. Location

With 13 banner poles and a total of 26 banners (two banners per post) located along Bussell Highway throughout the Margaret River town centre this is a significant commission with a high degree of public visibility.

4. Scope of artwork

The scope of this project is to create a unique suite of 2-3 original banner artworks, that will be reproduced and displayed throughout the Margaret River Main Street seasonally, for a period of up to five years.

A total of 26 banners are located along the Main Street. The selected 2-3 designs will be reproduced across these banners. The artworks must be complementary in style, colour, and overall design.

The artist will be responsible for all aspects of artwork creation including digitisation of artwork into a digital design file (as per Attachment A). The artist is responsible for delivering finished artwork using supplied template/s. The Shire is responsible for banner production and installation.

The arrangement of banners along the Main Street (e.g., alternating, in blocks, colour transition or other) can be proposed by the artist to best display the artworks as a street wide installation.

Artists should note that the commissioned artwork may also be used in Shire communications and publications beyond the banner program, including social media, strategic documents, promotional material and other community engagement activities.

5. Budget

The fee available for the suite of two to three artworks is $4,500 ex GST.

Margaret River Main Street Banners EOI	**Budget**
Design Work (2-3 cohesive designs)	$4,500 ex GST
TOTAL	**$4,500 ex GST**

The Artist will need to submit a fee structure for development of commissioned banner artworks. This amount is to cover all costs associated with the artwork including artists' fee, graphic design, materials if applicable, and labour and but excluding the cost of producing the banners themselves.

6. Project Timings

Activity	Date
Expression of Interest: Open Close	Wednesday 28 October 2026 5pm (AWST) Friday 20 November 2026
Submissions evaluation by Shire Arts & Economic Development Team	Monday 23 November 2026
Notification of outome	Thursday 26 November 2026
Designs due	3pm (AWST) Thursday 17 December
Final designs approved	3pm (AWST) Monday 21 December 2026
Shire Banner production commences	Week commencing 21 December 2026
Banner installation, subject to change	12 January 2027, then seasonally as required

7. Project coordination

The project will be coordinated by the Shire's Arts & Economic Development Team

8. Contact

Please address any queries or requests for information to Tanya Perdue, Arts & Economic Development Coordinator on (08) 9780 5231 or tperdue@amrshire.wa.gov.au

PART B

1. Expression of Interest

Call for Expressions of Interest (EOI) will be via:

- Facebook posts.
- Notices and Tenders section of the website and local newspaper.
- Shire e-Newsletter.
- Circulation via newsletters distributed by arts organisations.

2. Requirements for Expressions of Interest

The EOI is to comprise:

- A letter expressing why you are interested, a brief description of how you will approach/your philosophy to the project, your ability to meet the deadlines and your fee structure *(no more than 1 A4 page).*

- A current Curriculum Vitae *(no more than 2 A4 pages)* include contact details of 2 relevant referees and list of previous public works *(including brief description and location)* if applicable.

- Up to 10 images demonstrating the quality of your previous artwork.

  Images are to be numbered and accompanied with an image list detailing: title of artwork, location, size, medium, date completed, artwork budget, name of any collaborators who worked with the artist on the project and relevance to this project.

- **Optional:** Examples of preliminary concepts or visual ideas for the banner series may be submitted to support your application but are not a mandatory requirement.

Equal opportunity

Artists wishing to work in a team including an emerging artist, and teams made up of indigenous and non-indigenous artists are encouraged to apply.

Collaborative work

If artists wish to work as a team on this project, individual CV's and artwork images need to be submitted. In the letter the artists will need to advise why they wish to collaborate on this project. One artist will need to be designated as the team leader and contact person.

Period for expression of interest

Expressions of Interest can either be submitted by email to: tperdue@amrshire.wa.gov.au with the subject line EOI Submission - Main Street Banner Artwork

OR

Sent as a hard copy in a sealed envelope, addressed as follows:

EOI Submission - Main Street Banner Artwork

Attention: Tanya Perdue

Arts & Economic Development Coordinator

Shire of Augusta Margaret River

PO Box 61

Margaret River WA 6285

3. Selection procedure

Expressions of Interest received will be assessed by nominated Shire representatives (Arts & Economic Development Team) with advice from members of the Public Art Panel.

Voting rights and approval

Voting rights and final approval will be allocated to nominated Shire representatives as the selection committee. Their decision on the selection of artist/s invited to submit designs will be final. The artist/s determined by the selection committee will be invited to create artworks for this project.

Selection criteria

The selection criteria for short-listing from the Expressions of Interest received will be:

- Compliance with the Expression of Interest requirements outlined in this document
- Quality of previous artwork, including artistic merit and suitability for public display
- Approach and philosophy, including alignment with the project objectives, timelines and interpretation of the brief.
- Relevant experience, including banner design, public art and preparation of digital artwork files.
- Referee confirmation

Once the artist/s has been selected, a letter of agreement will be sent from the Shire informing them of the invitation to develop designs, including a Purchase Order and terms and conditions. Unsuccessful applicants will also receive a notification of outcome.

4. Special terms of agreement

Conditions of Agreement

The Conditions of Agreement are as set out below in order of precedence and include:

- General Conditions of Agreement
- Special Conditions of Agreement; and
- Purchase Order Terms and Conditions of Purchase

The General Conditions of Agreement and the Special Conditions of Agreement are agreed as final between the Contractor and The Shire (The Client).

The Purchase Order Terms and Conditions of Purchase are standard and in final form.

General Conditions of Agreement

Not used.

Special Conditions of Agreement

Special Conditions of Agreement are included below. These conditions are provided in addition to the General Conditions of Agreement above and provide further guidelines, rules and requirements to which the Contractor will require to adhere under the Agreement.

Special conditions include:

Performance of work

- The artist must perform all works in accordance with this agreement, within timeframes specified in the project timeline and to The Clients reasonable satisfaction.
- Artist will carry out and complete the works in accordance with the scope of works so that when complete the works will be fit for the intended purpose as reasonably inferred from this Agreement and comply with all the requirements of this Agreement.
- Artist to provide all things required for the work inclusive of labour and equipment and the cost of this included in the artist fee.

- The Client may direct the Artist in writing to rectify any work not performed in accordance with this Agreement and, after consulting with the Artist, specify a reasonable time within which the Artist must rectify the work.

Design requirements

- Artist must develop and submit to the Client a draft design in accordance with the timeframes specified in the project timeline.
- The Client, acting responsibly, will, on receipt of draft design by notice to the Artist either:
    - Accept the draft detailed design;
    - Request additional information or variations in respect of the draft detailed design;
    - Reject the draft detailed design.

The artist will not be entitled to any additional remuneration if a variation is required by The Client. The artist should allow for up to three rounds of changes in their submission.

- Upon written notice from The Client to the artist that the draft detailed design is acceptable to The Client the artist can progress with creating final artworks.
- The Shire, acting reasonably, will within five business days of artwork receival will either:
    - Accept the artwork
    - Require variations to the artwork that are not substantially different from the draft detailed design; or
    - Reject the artwork.
- If variations to the artwork are required to ensure consistency with the draft detailed design, the artist will be asked to make those variations within the scope of the current budget for the project.
- If the artwork is rejected by the Client because it differs *substantially* from the approved draft detailed design, it may be determined by the Client that payment or remuneration may not be payable.

Production requirements

- The Artist will supply a design file using the provided Adobe Illustrator template.
- The Client will coordinate banner production. The artist will be provided with an opportunity to approve the digital design file.

Completion

- Artworks (original) will be owned by the Client to be displayed within the Shire including within its Administration Building/s as part of the Shire art collection.

Artist cancellation

Should the Artist be unable to complete the project due to exceptional circumstances, the Artist must notify the Client as soon as practicable. The Client may exercise discretion regarding rescheduling, variation of scope, or termination of the Agreement.

Client cancellation

The Client may cancel, defer or terminate the project, in whole or in part, by written notice to the Artist if the project is unable to proceed due to unforeseen circumstances, changes to operational requirements, or other matters beyond the Client's reasonable control.

Copyright and title

The Artist warrants that the Artworks have been developed exclusively for the project and that the Artist will be the sole author of the Artworks. The Artwork will not breach copyright, other intellectual property rights, privacy, common law, or contractual agreement of any other person or entity in complying with the terms of this Agreement.

The Artist shall retain ownership of and copyright in the Artwork until the Fee has been paid. Legal title and ownership of the Artworks shall pass from the Artist to the Client upon the Fee being paid by the Client to the Artist in accordance with this Agreement.

The Client and the Artist will be joint proprietors of equal shares of the copyright in the Artwork. The Artworks may be reproduced or published for non-commercial purposes by the Client, such as for information brochures about the Artworks, or website publication.

In the event of the Client wishing to reproduce the Artworks in such a way that income would be generated, royalties will be negotiated and paid to the Artist. Such royalties will be paid according to reasonable standard rates for similar reproduction activities to be agreed by the parties. The Client shall consult with the Artist regarding the commercial reproduction process and quality of reproduction before commencement of commercial production. The Artist agrees not to reproduce the Artworks in a similar form or at a similar scale without first obtaining the consent of the Client. The Artist otherwise shall only have the right to reproduce images of the Artwork for the purpose of promoting their artwork in submissions, books or other publications associated with their artwork, with the Client's written consent.

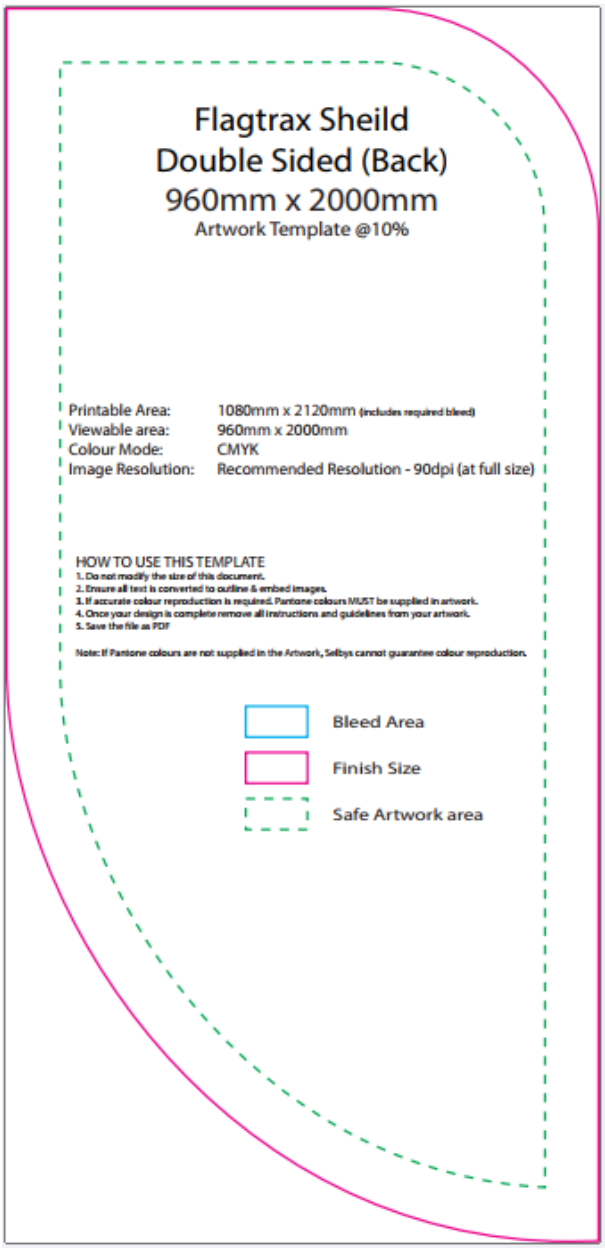
Use of Artwork by the Shire

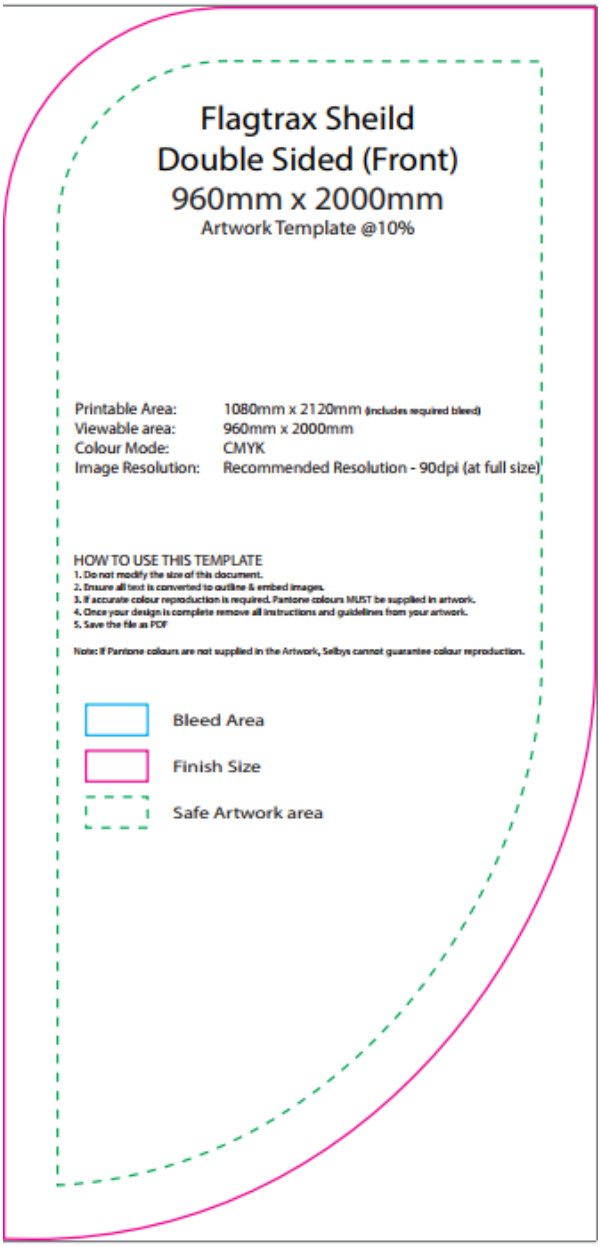
The Artist grants the Shire a perpetual, royalty-free, non-exclusive licence to reproduce, adapt and use the Artwork, or elements of the Artwork, for non-commercial Shire purposes, including social media, publications, strategic documents, signage, promotional materials, websites and future community projects. Where practical, the Shire will acknowledge the Artist as the creator of the original Artwork.

Purchase Order Terms and Conditions of Purchase

In addition to the above, the Contractor will also require adhering to The Clients Purchase Order Terms and Conditions of Purchase. These are standard conditions in final form and can be found here.

Attachment A | Banner Specifications





An adobe illustrator template will be supplied as per the above banner specifications.

Banners will be printed on Mesh PVC or a similar material, please allow for designs to be double-sided.