

Expression of interest Site Works – Creative hoardings



Image: 2018-2022 Site Works artwork *Ngaar* by Lucy Simpson. Photo by Anna Kucera.

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Invitation for expressions of interest

Introduction

The City of Sydney invites expressions of interest for art and design concepts to be used as printed artwork on temporary protective structures (hoardings) at construction sites for the Site Works creative hoardings program.

The creative hoardings program provides opportunities for artists to showcase their work on a large scale in very visible locations and aims to transform the visual impact of construction sites in our area. We are inviting artists, designers, and creative collectives to create engaging artworks that will enliven our streets.

The City of Sydney's Site Works program is a strategic initiative developed under the Creative City - Cultural Policy & Action Plan, strategic priority 1, which aims to increase precinct distinctiveness and creativity in the public domain.

By submitting an Expression of Interest for the Site Works Creative Hoarding Program respondents accept the terms and conditions set out in this document without reservation.

Key conditions of expression of interest

Summary	Description
Name of Expression of Interest	Site Works Creative Hoarding Program
Closing date	Thursday 9 June 2022
Closing time	11am AEST
Contact for enquiries	All enquiries must be submitted by email to: siteworks@cityofsydney.nsw.gov.au
Lodging an Expression of Interest	Completed submissions must be lodged through the online form at the City's website by the closing time on the closing date nominated. Respondents must ensure they allow sufficient time to upload their submissions to the website. Respondents will receive a timed and dated confirmation when they apply.
Expression of interest documents	The documents that comprise this expression of interest include: <ul style="list-style-type: none">• this document• Expression of Interest online form• Licence Agreement for artwork for the Site Works Creative Hoardings Program• Hoarding Artwork Template and Submission Guide
Conditions of contract	The conditions of contract for this Expression of Interest will consist of the Licence Agreement for artwork for the Site Works Creative Hoardings Program

Specifications

Background



Image: 2018-22 Site Works artwork *Time Forms* by Lisa Sammut. Image by Anna Kucera.

The creative hoardings program provides opportunities for artists to showcase their work on a large scale in very visible locations.

The program was created in response to community demand for more street art to enliven the streets of Sydney and bring creativity into the everyday.

Developers with construction sites in high traffic areas must cover their hoardings in art by a living Australian artist, or historical images relevant to the area where the hoarding is located. Developers can commission their own artist, or they can use artworks licensed by the City, free of charge.

To date, the City of Sydney has licensed 20 high quality contemporary Australian artworks for use on more than 220 hoardings across the City, over two iterations of the Site Works program across five years.

Artworks that have been licensed for Site Works in the past are available to view on the [City of Sydney website](#).

What is a hoarding?

A hoarding is a temporary protective structure that wraps and protects a construction site. They come in various dimensions. Two of the most common hoardings are known as a *Type A Hoarding* and a *Type B Hoarding*.



Image: Type A hoarding 2018-22 Site Works artwork *Magic Circles* by Kieran Butler. Image by Anna Kucera.



Image: Type B hoarding 2018-22 Site Works artwork *Time Forms* by Lisa Sammut. Image by Anna Kucera.

Type A: A wall only

Typical height – 2.4 metre.

Typical length - various

Type B: A wall and covered gantry over a walkway

Typical height – 2.4 metre (at ground level) plus 1 metre or 2.4 metre (at balcony level).

Typical length - various

Objectives

The Site Works creative hoardings program is a strategic initiative developed under the Creative City - Cultural Policy & Action Plan, strategic priority 1, which aims to increase precinct distinctiveness and creativity in the public domain.

The objectives of this project include:

- transforming the visual impact of construction sites, including mitigation of blight through reduced levels of graffiti and vandalism
- providing residents and visitors access to temporary outdoor public art
- providing new income generating opportunities for artists
- supporting Aboriginal and Torres Strait Islander artists to display artworks.

Scope of work

We are inviting 2-dimensional, printable art and design concepts for hoardings that will:

- inspire, delight and engage the general public
- demonstrate artistic excellence
- be suitable for general audiences (refer to Hoarding Artwork Template and Submission Guide)
- be flexible and suitable for application on hoardings

There are no limitations on what artwork concepts may involve, and we encourage you to respond to the following themes:

Eora Journey: Recognition in the public domain

'Eora' means 'the people' in the Gadigal language, so the Eora Journey is 'the people's journey'.

We're committed to displaying works by Aboriginal and Torres Strait Islander artists and designers to celebrate the First Peoples of Australia in our global city. Read more about the Eora Journey on the City of Sydney [website](#).

LGBTIQA+ pride

Our city has a long history and culture of LGBTIQA+ pride, particularly in Darlinghurst and surrounding areas. Sydney will host World Pride in 2023 as a global celebration that happens every few years in different cities around the world.

Expansive greening

This theme was developed by a citizen's jury that was formed to imagine Sydney in 30 years' time.

Expansive greening is the concept of creating a regenerative ecosystem, to support the reversal of climate change and restore the natural environment by giving more that it takes.

We are particularly interested in concepts through:

- visual art
- graphic artwork
- photographic artwork

Eligibility

Submissions can be made by individual artists or designers, or small-scale creative collectives.

All respondents (including all members of a collective) must be Australian citizens or permanent residents, be aged 18 or over, and reside in New South Wales.

Flexible application



Image: 2018-22 Site Works artwork *Suspended Figures* by Prue Stent and Honey Long. Image by Anna Kucera.

Hoardings are made of panels put side-by-side to form a protective wall. While many hoardings are a standard 2.4m high, their lengths vary. To allow for this we've created the [Hoarding Artwork Template and Submission Guide](#). The template is a grid-based, flexible and modular system of different panel sizes. It allows for panels to be placed end-to-end in various lengths and combinations to suit different hoarding dimensions.

Your concept should be presented as it would appear on a hoarding as a collection of modular parts, as outlined in the template.

While continuous and long-width works are acceptable and encouraged, you will need to demonstrate how they can be pieced together in a flexible manner to suit any length of hoarding.

Assessment and selection



Image: 2017/18 Site Works Artwork *Birds of Australia* by Egg Picnic. Photo by Katherine Griffiths.

The City plans to select and licence up to 10 artworks.

The assessment and selection of artworks involves the following process:

1. The City will review all submissions to ensure eligibility for the program. Submissions must comply with the:
 - a. Scope of Work (refer above)
 - b. Hoarding artwork template and submission guide
 - c. Terms and Conditions (refer below)

Any submission that does not comply with any one of these requirements will not progress in the assessment process and will be deemed ineligible.

2. Those submissions deemed eligible will be scored and assessed by a panel of external assessors appointed by the City against the following selection criteria:
 - a. artistic excellence
 - b. creative approach to the brief
 - c. suitability for hoarding application and presentation in the public domain
 - d. alignment with City and program objectives
 - e. opportunity for engagement by the general public

Each of the selection criteria listed is critical to this expression of interest. *They are not of equal weight for evaluation and are not listed in order of priority.*

Respondent compliance on each of the selection criteria will be separately evaluated using the evaluation rating scale:

Score Rating	Description
90 – 100	Excellent response with added value and innovation
80 – 89	No risk, excellent response
70 – 79	Very low risk, good response
60 – 69	Low risk, good response
50 – 59	Low risk, acceptable response
40 – 49	Medium risk, but acceptable response

3. The submissions with the highest overall scores will be recommended for shortlisting by the panel of external assessors (up to a maximum of 10 submissions).

Licence

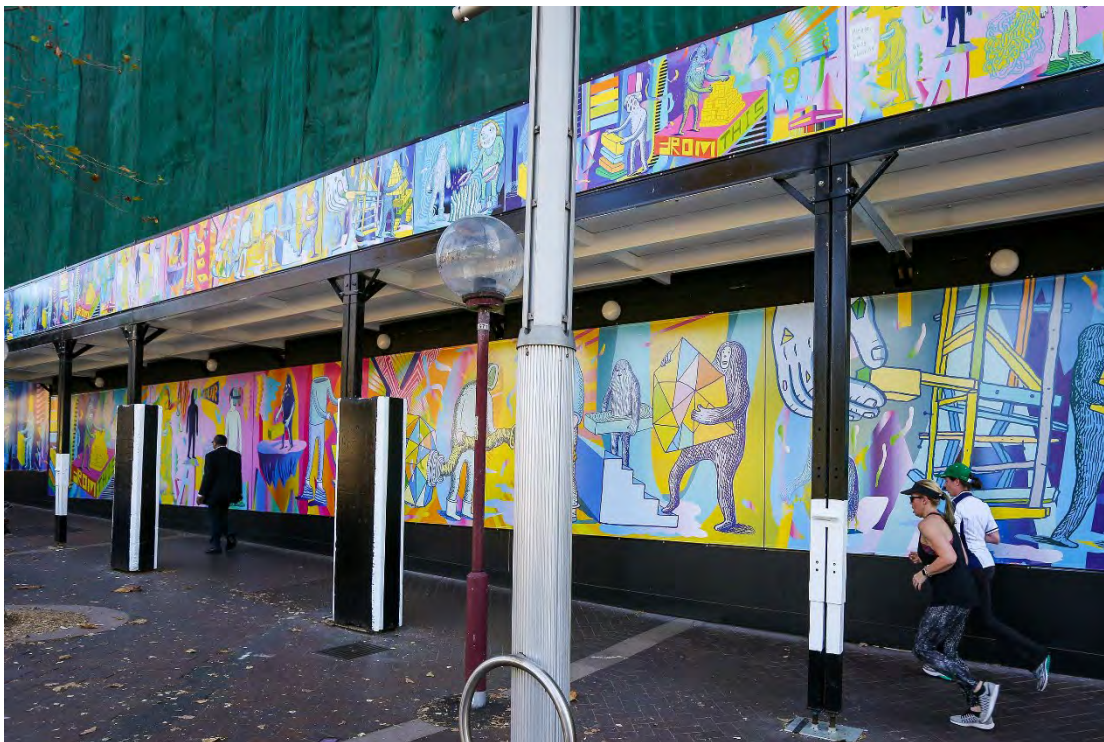


Image: 2017/18 Site Works artwork *Real Myth* by Captain Pipe. Photo by Katherine Griffiths

Respondents whose artwork is shortlisted will be required to enter into a Licence Agreement for artwork for the Site Works Creative Hoarding Program ('Agreement').

The scope of the licence to the artwork provided to the City is set out in the Agreement and includes 20 uses of the artwork on hoardings.

No amendments to the Agreement will be accepted.

As part of the Licence Agreement, respondents may be required to participate in media or similar appearances associated with their artwork or the Site Works Creative Hoarding Program.

Payment

Respondents whose artwork is shortlisted, and that enter into an Agreement with the City, will receive a licence fee of **\$12,400 excluding GST**, paid in two instalments:

1. \$3,720 excluding GST (30% of total fee) on entry into an Agreement with the City
 2. \$8,680 excluding GST (70% of total fee) on delivery of final artwork files in accordance with the Agreement
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Indicative timeline

The anticipated timeline for the Expression of Interest process for the Site Works Creative Hoarding Program is as follows; however, it is subject to change at the City's discretion.

Expression of interest open	Wednesday 4 May
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Expression of interest close	Thursday 9 June
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Artworks assessed and selected and shortlisted artists notified	Friday 24 June
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Selected respondents enter into a licence agreement with the City	Monday 27 June
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Unsuccessful respondents notified	Friday 1 July
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Respondents provide artwork deliverables (final artwork files)	Friday 22 July
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Artworks published on City of Sydney website	August 2022
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Submissions



Image: 2018-22 Site Works artwork *BADABABABABBAT-DA* by Tegan Wotton. Image by Anna Kucera.

All submissions must be made using the [online form on the City's website](#).

Emailed or mailed submissions, or submissions received after the closing time and date will not be accepted

To complete the submission, you will need to provide:

1. contact details
2. artist/collective bio or CV
3. maximum 200 word artwork statement describing the artwork/design concept
4. artist concept, illustrations, mock up or drawing of the proposed artwork/design on a PDF or a maximum 5MB JPEG
5. examples of previous work (3 page PDF up to 3MB) or a link to your online portfolio

Terms and conditions

By participating in the Site Works Creative Hoardings Program Expression of Interest process, respondents acknowledge and accept the following terms and conditions.

1. Submissions can only be made by individual artists or designers, or small-scale creative collectives.
2. Respondents (including all members of a creative collective) must be Australian citizens or permanent residents, be aged 18 or over, and reside in New South Wales.
3. Respondents may be required to provide evidence to the City to demonstrate their eligibility.
4. Submissions must be submitted using the online form by 11am AEST on Thursday 9 June 2022.
5. Submissions provided via email, mail or received by the City after 11am AEST on Thursday 9 June 2022 will not be eligible for consideration.
6. Respondents can submit a maximum of three expressions of interest. Each must be submitted separately. Where a respondent submits more than three expressions of interest, only the first three received by the City will be eligible for consideration.
7. Only one submission per respondent will be eligible for shortlisting.
8. Submissions are at the respondent's own cost.
9. Submissions must be the original work of the respondent and the respondent must have obtained all necessary approvals and clearances for materials or subjects included in the work, including third party intellectual property rights and model releases.
10. Submissions must be in the form required by this document and the online form, include all required information, and adhere to the [Hoarding Artwork Template and Submission Guide](#) to be eligible for consideration.
11. Any previous or other use of the artwork / design concept submitted must be disclosed as part of the submission.
12. Submissions must be suitable for a general audience and adhere to the design guidelines outlined in the [Hoarding Artwork Template and Submission Guide](#).
13. The City reserves the right to select and shortlist submission in part or in full or not at all.
14. Shortlisting of submissions may be subject to an interview process.
15. The selection and shortlisting of any submission will be at the sole discretion of the City.
16. The City reserves the right not to proceed with any concepts submitted via the EOI process, and/or to source concepts/artworks outside the EOI process.
17. Respondents whose submission is shortlisted must enter into a Licence Agreement for artwork for the Site Works Creative Hoarding Program with the City. Respondents must agree to the Agreement terms and changes will not be considered by the City.
18. Respondents whose submission is shortlisted will be required to obtain \$10M public liability insurance and provide evidence of such insurance if required by the City.
19. Licensed artworks will be available to developers to apply to temporary structures at construction sites up to twenty times.
20. Selection, shortlisting and licensing of an artwork through this Expression of Interest does not guarantee installation of the artwork. Installation is subject to availability of suitable hoardings and selection by a developer.

21. Licensed artworks may be included in City material including reports, publications, website, print media, social media and other promotional publications to promote the Site Works Creative Hoardings Program.
22. Respondents must not make any statements to the media about the Expression of Interest or their submission(s) without prior approval from the City.
23. Respondents must comply with all directions given by the City in relation to the Expression of Interest process.
24. No legal or other obligations will arise between a respondent and the City unless or until a Licence Agreement has been signed by both parties.