



# Artist Brief

Reef Wall Port Noarlunga Jetty

December 2014



# Contents

1 Background .....	3
2 Site for commission .....	<a href="#">4</a>
3 The work of art.....	5
4 Stakeholder engagement.....	7
5 Budget .....	7
6 Selection process .....	<a href="#">8</a>
8 Engagement of Artists for Concept Design process and timeline	8
9 De-accessioning or relocating the work(s).....	13
10Contacts .....	13
11 Attachments	13

# 1 Background

## 1.1 About the Project

The Friends of Gulf St Vincent Inc. seek to commission an artist(s) to develop new public artwork that will be a lasting addition for the Port Noarlunga area and serve as an educational display of the marine environment of the Port Noarlunga Reef.

The piece(s) will be installed in the Entranceway to Port Noarlunga Jetty at the Witton Centre, Port Noarlunga and will complement the recent development of the Witton Centre upgrade, which included new lighting and seating at the entrance space to the Jetty that also provides an assembly area for the Aquatic Schools and Reef Divers.

## 1.2 Commissioning organisation

The Friends of Gulf St Vincent was formed in 2003 in a response to a perceived need for a coordinated approach by coastal communities to the protection and conservation of Gulf St Vincent, particularly as the Office of Coast and Marine (within the South Australian Department of Environment & Heritage) has developed the Encounter Marine Park of which Port Noarlunga forms its northern boundary.

The objectives of the Friends of Gulf St Vincent are:

- To foster a unified community approach to the protection and wise use of Gulf St Vincent
- To advocate for the
  - a) Conservation of marine and coastal environments
  - b) Protection of key habitats in the Gulf
  - c) Sustainable use of marine resources
- To promote awareness of issues relating to the health of Gulf St Vincent
- To provide a means of conveying community concerns to the different levels of government.

The Friends of Gulf St Vincent as the working group, want to work with the local community and council. The City of Onkaparinga are committed to building strong vibrant communities through high quality arts and cultural opportunities. To this end, this project aims to deliver great benefits to artists, the local arts scene and the broader community.

Once the artwork is installed, the artist/artist team will need to maintain and care for the works for the first twelve months. After this, the works(s) will be handed over to the City of Onkaparinga, who will care for and maintain the completed work(s).

Up to three artist(s) will be contracted to develop concept designs, selected from an open call for expressions of interest. The project requires the artist(s) to work in conjunction with the working group and associated parties, including council.

## 2 Site for commission

### 2.1 Location

The entranceway to Port Noarlunga Jetty at Witton Centre, Port Noarlunga.



The proposed work(s) will be placed on the Esplanade wall north of the Jetty walkway.

### 2.2 Limitations and restrictions

The public work(s) are limited by the nature of the location(s). The public work(s) must remain within the site boundaries and allow reasonable space to move around the art and the site(s).

The work(s) are to be located in public space(s) which are open to the elements and to the possibility of vandalism and desecration.

Artists need to take into consideration the harsh coastal environment and choose materials accordingly. Suitably construction and installation fees must be costed accordingly. If timber is used, recognised methods to control rot and termites should be utilised.

Existing work(s), trees and shrubs will not be removed or impacted upon by new work(s).

## 3 The work of art

### 3.1 Broad concepts

Friends of Gulf St Vincent mission is to use a public art process to inspire, engage and educate the community for marine conservation outcomes at the Port Noarlunga Reef.

Port Noarlunga Reef is a kind of one-stop shop, a place where over 200 temperate marine species, including 50 kinds of fish including ; Western Blue Groper, Blue-throated Wrasse, Harlequin Fish, Rock Ling, Boarfishes, Banded Sweep, Western Blue Devil Black-banded Seaperch, Knifejaw and Southern Blue Morwong, that can be encountered in a remarkably safe, convenient and beautiful location.

The Western Blue Groper is an iconic species and is actually the largest carnivorous fish, reaching a length of up to 1.7 metre, weigh up to 40 kilograms if allowed reach an age of 70 years.(see Reef Watch South Australia Fisheries Fact Sheets Attachment 1).

The good news is that recently Western Blue Gropers have been observed around Port Noarlunga Reef after an absence in the Gulf St Vincent for about 50 years. We would see it as a representative (The Canary in the Mine) of the reef fish that are of conservation concern.

We are therefore seeking to commission an artist(s) to create an interactive, permanent, iconic public art work, with possible lead-up works, which will:

- be prominent, highly visible and stand-alone work(s) of high artistic quality
- complement the location and feel of Port Noarlunga Beach
- engage the public
- educate the public regarding the reefs health and future opportunities if it is well-cared for.

The artist(s) are encouraged to exercise artistic expression and freedom on this project, however the work will need to explore and refer to the themes specified above.

The artist(s) will need to work within the restrictions and parameters imposed by the sites selected.

Shortlisted artists invited to produce concepts for this site would be advised to discuss their ideas with the working group representative and council's Public Art Project Officer (see Contact detail section).

The community will benefit through the realisation of this high profile public art project.

### **3.2 Specific site information**

The Conservation Council of South Australia (Reef Watch) has identified the approaches to Port Noarlunga Reef as ideal to create a significant and iconic public art installation. The reef system has been given a poor rating in the Environment Protection Agency's 2013 Adelaide Metropolitan Water Quality Improvement Plan. The intention of the Reef Wall Art Project will be to raise the community awareness of this problem.

An initial meeting of local residents and artists perceived that the best message would be through art work and over time the monitoring water quality to hopefully see increases in the diversity and numbers of fish surveyed on the reef.

Finding a suitable location has proved important and a "Reef" wall at the location by the jetty will be a great place to convey a message to Students, Divers, Recreational Fishers and the General Public.

The message for clean water will compliment the clean beach that locals are justifiably proud, it will also link with the "Wave" and "History" walls that enhance Port Noarlunga's reputation as a great place to visit.

A site visit will be arranged with the shortlisted artist(s) to prepare concept designs.

### **3.3 Target audience**

The artwork(s) are to have broad appeal to the local residents of Port Noarlunga, aquatic schools, dive groups, recreational fishers, families, and day visitors to Port Noarlunga and the Port Noarlunga Reef.

### **3.4 Ambience of the work**

The artwork(s) are to:

- reflect the themes identified (see Broad Concepts)
- be contained within the allocated site(s)
- have visual impact (the artwork may comprise single or multiple elements)
- engage a large and diverse audience.
- have the capacity to attract varied attention through reflection, evocation and/or amusement
- be visually appropriate and relevant to the other built and landscaped elements of the site.
- multi purposed—the artwork should be able to withstand interaction by humans and animals .

The work(s) may:

- comprise a number of elements but must meet other project requirements

### **3.5 Materials**

The work(s) should:

- be made of durable, robust, high-quality, low-maintenance materials suitable for the coastal environment and requiring minimal ongoing maintenance
- withstand the potential build-up of pollutants
- be easily cleaned to remove dirt and general grime
- be treated with anti-graffiti coating, depending on the nature of materials used or resistant to graffiti
- meet all relevant safety standards and avoid dangerous protrusions and sharp edges.

### **3.6 Practical considerations**

The work(s) will:

- comply with all relevant Australian Standards and Building Codes & Regulations
- be treated with anti-graffiti coating, depending on the nature of materials used
- consider long term maintenance requirements and costs
- be lasting addition to the public art assets of our city
- conform to the City of Onkaparinga Work Health and Safety Standards.

## **4 Stakeholder engagement**

Public meetings of local community representatives, artists, and conservation group leaders have identified the following project criteria that should be referenced in the concept design:

1. Conservations of marine and coast environment
2. Projection of key habitats on the Port Noarlunga Reef System
3. Awareness of land based activities effecting coastal water quality.

The working group will work with the artist(s) engaged to develop concepts and will provide feedback regarding the project.

*Note: Further community engagement undertaken by the panel where necessary may affect the outcome.*

## **5 Budget**

Shortlisted artist(s) selected to develop concepts will be paid \$1,000 excluding GST for the development and preparation of concept design proposals.

This budget will be overseen by the Friends of Gulf St Vincent.

Payment method will be as a lump sum fee.

## 6 Selection process

### 6.1 The Expressions of Interest will be shortlisted to a maximum of three by a panel, represented by:

- Friends of Gulf St Vincent Committee Member (environmental issues)
- Reef wall Project Team Member (identifying with local issues)
- Public art /community sector (artistic merit)
- City of Onkaparinga staff
- Others as required

The panel will be formed to assess all expressions of interest against the artist brief and project criteria.

### 6.2 Concept developments will be assessed by a panel represented by:

Represented by:

- Friends of Gulf St Vincent Committee Member (environmental issues)
- Reef wall Project Team Member (identifying with local issues)
- Public art /community sector (artistic merit)
- City of Onkaparinga staff with design and maintenance expertise
- Others as required

This panel will be assessing the concept proposals and identifying any foreseeable issues or complications in the design, fabrication, development approval, installation and asset management of the work(s) and then determining the most suitable artwork for commissioning. They will forward their recommendation to the working group.

## 7 Engagement of Artists for Concept Designs process and timeline

### 7.1 Engagement Process–overview

#### Phase 1

*Advertising and direct email:* artists invited to submit expressions of interest in the project.

*Issue of Artists Brief:* direct invitation through the availability of the Artists Brief at the 21<sup>st</sup> Annual Surf Art Exhibition at Port Noarlunga Arts Centre

*Expressions of interest–selection:* EOI's will be assessed . Up to three artist(s) will be shortlisted.

#### Phase 2

*Shortlisted artists–site briefing:* the selected artist(s) will be briefed at the artwork sites and engaged to develop design proposals.



*Concept design proposal preparation:* each shortlisted artist(s) will be paid \$1000 to prepare a concept design proposal.

*Design proposal presentation:* the shortlisted artist(s) will be required to present their design proposals to a panel.

*Design proposal approval:* the working group will work with council to select a concept.

## **7.2 Commissioning Process – overview (not part of the Concept Designs)**

### **Phase 3**

*Commissioning process:* Subject to further funding being sought by the Friends of Gulf St Vincent, the successful artist(s) will be engaged to develop their design, resolve the budget and ensure their proposal meets all safety, engineering and other council requirements.

*Design development approval:* the work resulting from the design development stage will require approval including formal development approval from council..

## 8.2 Timeframe

Phases	Description	Date
<b>Phase I</b>		
Expression of interest (EOI) distributed via Arts SA Port Noarlunga Arts Centre and local networks <b>8 weeks</b>	Artist(s) invited to submit EOI	<b>Opens</b> Mid December 2014 <b>Closes</b> Mid February 2015
Working Group to collate EOIs for assessment <b>2 week</b>	Collate documentation..	End February 2015
EOIs assessment by panel <b>2 weeks</b>	Shortlist up to 3 artist(s)/artist team(s)	<b>Meets</b> Mid March 2015
<b>Issue Contracts 3 x \$1,000</b>		
<b>Phase II</b>		
Site briefing and concept development <b>4 weeks</b>	Selected shortlisted artist(s) will be briefed at the site. Invited artist(s)/artists team to develop artwork design proposals.	<b>Meets</b> End March 2015 <b>Due</b> End April 2015
Concept design proposal distributed to panel <b>4 weeks</b>	Designs given to working group who will work with council to review designs.	End May 2015
Concept design proposal presentation <b>4 weeks</b>	The shortlisted artist(s)/artist team(s) will present their concept proposal to the panel.	<b>Meet</b> End June 2015

\* Note these dates are subject to change

### 8.3 Expressions of interest Phase 1

Expressions of interest must be forwarded to the Working Group, by **13 February 2015, 5pm** by:

**email:** bybeach @adam.com.au

**or via post to:** Friends of Gulf St Vincent  
**PO Box 200 Port Noarlunga SA 5167**

Expressions of interest **must be formatted into one PDF file** and shall include:

- A preliminary vision in response to the artist brief, the site and the EOI selection criteria - no more than 1 page (refer to Expressions of Interest–Assessment Criteria 8.4)
- current curriculum vitae–no more than 2 pages
- image examples of previous work (no more than 10) as jpeg files (300 dpi) labelled to include the year the work was produced and other relevant information
- names and contact details of two referees.

*Artist(s) are not required to provide concept drawings, models or maquettes for the EOI submission and are specifically requested **not** to send original support material.*

### 8.4 Expressions of interest – Assessment criteria

A panel will select up to three candidates to progress to a more involved concept design proposal stage from which a successful proposal will be considered.

The artist(s) must provide evidence of:

- examples of artwork of high artistic merit
- an understanding of the brief
- demonstrated ability to develop concepts and communicate ideas
- demonstrated ability to work on significant projects within timelines and budgets
- experience with relevant materials
- availability throughout the proposed project period.

## **8.5 Shortlisted artists - Concept proposal preparation Phase 2**

The artist(s) will be required to present their proposals to a panel at a date and time to be advised.

The concept design proposal is to include:

- drawings, sketches, elevations and/or a model to convey the concept and scale of the proposed design
- site plan showing proposed location of work(s)
- written concept paper covering concept philosophy and description of concept proposal
- response to stakeholder information (if required)
- indicative project budget indicating design development and installation costs
- indication of materials and fabrication methods
- details of suitably engineered footings and fixings to footings where appropriate
- if timber is proposed, recognised methods to control rot and termites
- outline of public safety, risk management and maintenance considerations for the life of the project
- fabrication and installation timeline.

## **8.6 Concept design proposal – assessment criteria**

The artist(s) concept design will be assessed against the following:

- clear conceptual responses to the site and the brief
- high quality, artistic and aesthetic concept design
- response to the physical specifications of the brief
- capacity to meet the proposed budget and timeline
- response to stakeholder information if required
- consideration of public safety, risk management and maintenance for the anticipated life of the work(s)
- capacity to project manage the fabrication and oversee the installation of the proposed work(s).

## 8 De-accessioning or relocating the work(s)

Once the artwork is handed over to council, the artwork is subject to their Public Art Policy. If the City of Onkaparinga decides to de-accession the work(s) in total or in part the following steps are to be undertaken:

- the artist is to be contacted
- where possible the work(s) are to be relocated to another suitable location
- should an alternate location fail to be identified, the work(s) may be offered back to the artist
- de-accessioning decisions will be at the discretion of the City of Onkaparinga.

## 9 Contacts

For further information and queries please contact:

Rob Bosley  
President Friends of Gulf St Vincent  
Email: [bybeach@adam.com.au](mailto:bybeach@adam.com.au)  
Phone: 0447 285 565

Jane Vergou, Public Art Project Officer  
Email: [janver@onkaparinga.sa.gov.au](mailto:janver@onkaparinga.sa.gov.au)  
Phone: 8301 7327

## 10 Attachments

### Reef Watch Southern Australian Temperate Reefs Fact Sheets

Here's the URL where the fact sheets can be found and downloaded:

<http://conservationsa.org.au/reefwatch-home/about-temperate-reefs.html>