



City of
Melville

MURAL ARTWORK TOOL-KIT

COMMISSIONING MURAL ARTWORKS
IN THE CITY OF MELVILLE

CONTENTS

- 01 Introduction
- 02 Why do we support murals
- 03 Definitions
- 04 Murals as a graffiti deterrent
- 05 Mural artwork commissioning process
- 06 Planning your mural project
 - Working with Artists
 - Permissions
 - Preparation
 - Lifespan
 - Budget
 - Maintenance
 - Anti-graffiti coating
- 07 Creating a mural agreement
- 08 FAQs
- 09 Useful links
- 10 City of Melville contacts



"Undercover Lovers" (2020) by Amok Island, located at Booragoon Leisurfit

This Mural-Artwork Tool Kit has been developed to provide guidelines for property owners, businesses, residents and artists planning to commission or install mural art within the City of Melville.

The purpose of the Mural-Artwork tool kit is to ensure:

- Mural artworks have clear ownership, are well-planned and managed
- Responsibility for the ongoing maintenance of the mural artwork is clear
- Successful mural artworks are commissioned for our public spaces.

Once mural commissions are installed, the Arts Officers will add them to the City's Mural Artwork Register. With permission the artwork will also be added to the City of Melville Public Art Map (currently in development and due to be completed in December 2022) so if the City receives queries about mural artworks, they can be managed efficiently and private mural artworks will not be removed as part of the City's graffiti management processes.

If you are a developer considering commissioning a mural artwork to satisfy your planning approval condition for the provision of public art, this falls under the **Percent for Art planning processes.**



"Bounce" by Sioux Tempestt (2021), located in Riseley Street precinct

WHY DO WE SUPPORT MURAL ARTWORKS?

We support mural artworks as they:

- Enliven and enhance our neighbourhoods
- Reflect our current times, community identity & history
- Provide points of interest
- Support artists by providing opportunities to showcase their art
- Contribute to the creative economy by paying artists for their work.

The City does not support murals depicting

- Unsightly imagery or negative, offensive messages
- Sexualised content
- Illegal activities, violence or threats
- Glorification of smoking or alcohol and drug consumption
- Business logos, advertising signage or commercial promotions in any form.

If you would like to include directional signage, a logo or reference products/service in a mural please refer to our **Outdoor Advertisings and Signage Policy**.

If you are unsure if your project will be approved, please contact our Arts Officers for advice before commencing.



Community mural designed by Melski (2017) for the Merge Festival, located at Civic Square Library, Booragoon

WHAT IS A MURAL ARTWORK?

A mural artwork is typically a large-scale painted artwork created by an artist, and commissioned by / or collaboratively commissioned with a property owner.

Murals are generally intended to be ephemeral and generally have a short life span – after anywhere between three and 10 years a mural will degrade and fade and will need to be repainted or painted over.

WHAT IS TAGGING AND GRAFFITI?

Tagging and graffiti is usually illegal and an intentional & deliberate act of defacing a public or private surface *without permission*. Once reported, graffiti is removed by the City of Melville.

TYPES OF MURAL PROJECTS

- **Open mural briefs** - an artist/s drives the mural and has free reign to conceive the idea and design of the artwork. They could be inspired by the site's location, history, or the site can be a blank canvas to showcase the artist's practice.
- **Closed brief murals** - an artist/s responds to a brief or theme provided by the mural commissioner. It may concern the history of the site or to respond to the surroundings. The artist's style is present within the artwork but the outcome is guided by the mural commissioner.
- **Community collaborative brief murals** - an artist/s works with the community to produce ideas for artwork through conversation and workshops. The artist creates a concept and installs the artwork together with the community through painting sessions.



Community mural in progress, designed by Mikaela Miller (2019) located in John Osullivan Park, Palmyra

04 MURALS AS GRAFFITI DETERRENT

Mural artworks are highly effective at discouraging graffiti and tagging.

By painting surfaces with multi-coloured, patterned artworks, tagging and graffiti becomes more difficult to see, discouraging potential graffiti vandalism.

The City of Melville works with a number of stakeholders, including the WA Police Force to reduce graffiti vandalism in our community.

Property owners with concerns regarding graffiti vandalism are encouraged to contact the Safer Melville Coordinator on melinfo@melville.wa.gov.au or phone **9364 0666**.

For more information about graffiti management in the City of Melville visit www.melvillecity.com.au/graffiti

For more information on the WA Police Force response to graffiti vandalism visit www.goodbyegrffiti.wa.gov.au



Sump wall mural design by Andrew Frazer (2019), designed to stop graffiti, located on Garling Street, Willagee

MURAL ART

COMMISSIONING PROCESS

Read through this commissioning process and use the planning section (pages 8 to 13) to plan your mural project

- Decide on your location, seek building owner's permission
- Decide on a life span for the mural
- Develop your budget
- Decide the type of mural project **Open brief, Closed Brief** or a **Community Collaborative Brief** (p03)
- Research and find the artist you'd like to work with
- Approach artists directly or make an open call out via an expression of interest (EOI) process (see attachment 1)
- Compare artists quotes s or assess artists responses to your EOI
- Select artist, accept budget, and appoint
- Create a Mural Artwork Agreement (see Attachment 2) and agree on the details of the mural project, stages of payment, the number of design amendments, sign and provide copies to all parties
- Prepare site and surface for painting (does it need high-pressure cleaning and/or plant removal for access?)
- Artist develops and provides concept/s for approval
- Let your neighbours know – share the concept and let them know the intended lifespan of the artwork
- Undertake artwork installation
- Once artwork reaches completion, the artist provides a maintenance manual with a list of paint colours used & associated technical data sheets.

Final steps...

Contact City of Melville Arts Officers to add your artwork to the Mural Art Register, send photos of the completed work to arts@melville.wa.gov.au

With your permission City of Melville will add your artwork to the Melville Public Art Map (in development) and share it on our social media channels!



Mural by Joanna Brown (2021),
located corner of Gilbertson Road
Kardinya

06 PLANNING YOUR MURAL PROJECT

WORKING WITH ARTISTS

Artists have different levels of experience, ranging from hobbyists to emerging artists with some experience, or professional artists who make their living from a full-time art practice.

Artists will be able to quote in response to a provided brief so you can plan your budget.

Artists should have their own Public Liability Insurance (PLI), Occupational Health and Safety knowledge and working at heights certification, if using scaffolding or elevated work platforms.

Artists without Public Liability Insurance can obtain this from providers including **Artsource**, **NAVA** and other insurance providers.

FINDING AN ARTIST

To find an artist or particular style of mural artwork we recommend looking at online resources such as:

- **Streets of Perth:** <https://streetsofperthwa.com/map>
- **City of Vincent:** <https://www.vincent.wa.gov.au/opportunities-art-map>
- **Perth St Art:** <https://www.instagram.com/perthstart/>

We can suggest two main ways of approaching artists:

Directly - If you particularly like an artist's style, you can contact them for an initial quote based on the site and discuss general ideas about the work.

Open call out - if you would like to make an open call out and receive responses from interested artists, you can share the opportunity through an expression of interest (EOI). You can ask City's Arts Officers to share your EOI with their networks.

When preparing your EOI we suggest using the template provided with this Mural Tool-Kit (Attachment 1.)



Pictures of Pally by Mikaela Miller, painted with the local community (2019) located on Cleopatra Street, Palmyra



Pelican by Amok Island (2017)
located at Canning Bridge

QUESTIONS TO ASK ARTISTS

- Have you painted a mural before? Can I see examples?
- What kind of mural jobs do you prefer undertaking?
- Are you happy with the brief for this project? i.e. Open brief, Closed brief or Community Collaborative? How much experience do you have with this type of brief?

CONSIDERATIONS FOR THE COMMISSIONER & PROPERTY OWNER

- Is the Artists style of work style aligned with your vision?
- Is the Artist you are interested in experienced with murals? Not all artists will have the skills or be willing to paint a mural for you.
- Once you have chosen your mural brief (Open/Closed or Community Collaborative), are you happy to commit to trusting the artist to fulfil the brief?
- Are all stakeholders in the project willing to give the artist creative control - the ability to create and develop a concept without extra input pressure or change of minds?
- If a business is involved, do they understand their logo or products are **not** to be depicted in the artwork?

ARTISTS WILL WANT TO KNOW:

- The type of mural brief – Open, Closed, Community Collaborative Brief.
- The type of paintable surface and its condition
- The size of the paintable area
- Details about how the site which may impact on the artwork installation (eg. laneway that receives deliveries during a specific time of the day)
- The timeline for starting and finishing the project
- If anti-graffiti coating will be applied
- The budget for the project (not required but helpful)
- Photos of the wall and surrounding area

PERMISSIONS

- Seek permission from the property owner, if there is any doubt as to whether the concept will be approved, do not start the project!
- If the property is part of a strata, speak to the strata management company and lessee/s including residents and businesses.

PREPARATION

- The mural surface may need preparation including a high pressure wash, or painting a base coat. Preparing the surface should be considered a separate service to commissioning an artwork; you can check with the artist who may offer to quote for these tasks
- If the surface is already anti-graffiti coated, paint cannot be applied on top of the coating otherwise the paint may bubble. The coating may need to be removed via sandblasting. Check with an anti-graffiti coating contractor on the best course of action
- Vegetation and branches may need to be protected or removed to access the wall with equipment such as a ladder, scaffolding or an elevated work platform.

LIFESPAN

Murals are generally regarded as temporary artworks and a typical mural life span is between three to 10 years. How long are you planning for the artwork to be there?

By agreeing to the lifespan before the artwork is installed, expectations are set, and the property owner, artist, nearby residents, and general community are not surprised by its removal.



Mural by Kyle Hughes-Odgers (2020) at AH Bracks Library & Recreation Centre, Melville

BUDGET

When planning your budget as a very general guide, budget for between \$150 to \$250 per square meter of paintable surface. This rate will change depending on variables of the project and the artist's experience.

You can consult with an Arts Officer for advice on pay rates for artists and for an indication as to how much budget you may need.

We recommend artists follow the [NAVA schedule of fees for practitioners](#), or you are welcome to consult with a City of Melville Arts Officer for assistance with pricing a project.

When pricing up a mural artwork project both parties should include these considerations:

- Paying the artist for their time; for meetings, concept development and feedback sessions and installation of the artwork
- Preparing the painting location; making sure the site is safe, clean and accessible for the artist. This may require removal or trimming of vegetation, a high pressure clean, signage removed or a new base coat. The building owner should pay for this.
- Wall access; the artist may need a ladder, scaffolding or elevated work platform (EWP)
- Traffic management if the site is close to the road or the artist will need to work on a pathway.
- Include photography or videography in your budget if you plan on showcasing the artwork.
- Anti-graffiti coating if deemed necessary.

The artist should provide a quote for their services, and may be able to arrange or undertake preparation of the site, wall cleaning and hiring of equipment such as elevated work platforms.

Artists need to be paid at a professional standard, and offering to provide free materials in exchange for labour and exposure is not seen as a fair exchange - and ultimately more often than not undervalues the artist's time, expertise and ideas.



Mural by Sam Bloor, part of the Canning Bridge mural series (2021)

ARTWORK MAINTENANCE

Over the course of its lifespan your mural artwork may be vandalised through tagging or damaged through impact or structural wall issues.

By completing a mural art agreement the building owner and artist know who is responsible and are prepared for these circumstances.

If the artwork is damaged and the artwork has been there for a period of time, you can simply retire the artwork and remove it by repainting the surface back to the original condition; or the artist can quote to repair the artwork.

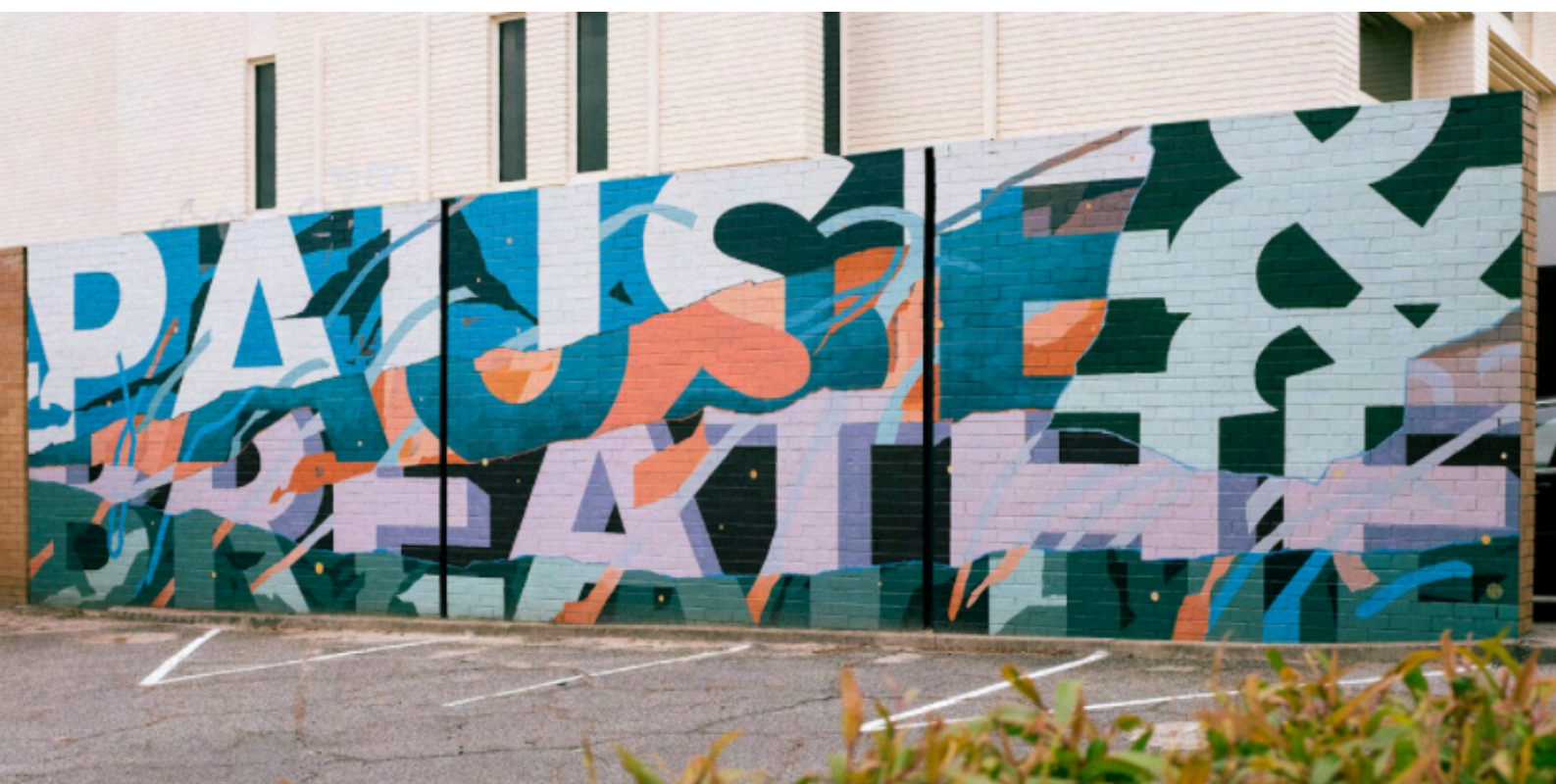
Who will look after the artwork once it ages, fades, or is damaged?

Determine who will be responsible for arranging repair and paying for any maintenance work. Who will hold the budget for any repair work needed? Generally, this will be the property owner if they have commissioned the work, but might be the tenant, depending upon what you agree.

What is the best way to repair a damaged mural?

We recommend that the first person to contact is the artist, who can arrange to come and repair the artwork for a fee. When creating the artwork agreement with the artist, agree on an hourly rate for repairs.

If the artist is unavailable they should be able to recommend someone who can assist. You can also contact City of Melville Arts Officers for advice.



Mural by Andrew Frazer (2021) part of the Canning Bridge mural series, located in Canning Bridge

ANTI-GRAFFITI COATING



Anti-graffiti coating is a product that can be applied over artworks to protect the paint underneath by adding a thin clear coating which facilitates the easy removal of tags and graffiti.

There are two types of anti-graffiti coating – sacrificial & non-sacrificial. It is recommended you speak to a contractor &/or paint store to discuss the best option for the surface.

Although this may sound like the perfect solution to protecting the artwork, there are factors to consider when making the decision whether to apply anti-graffiti coating.

- Weigh up the cost - will you actually need anti-graffiti coating? Is the area prone to tagging and vandalism already – if not perhaps you can just install the mural and the artist can repair it if it is tagged.
- There are a number of CPTED (crime prevention through environmental design) principles besides anti-graffiti coating that you can apply to deter graffiti. For more information on the WA Police Force response to graffiti vandalism visit www.goodbyegrffiti.wa.gov.au
- Anti-graffiti coating fixes artworks to the wall, and stronger treatments are required to eventually remove the artwork including sandblasting which removes the surface of the wall leaving it exposed. Sandblasting is generally not suitable for heritage buildings and delicate surfaces such as limestone.
- Artists sometimes prefer NOT to anti-graffiti coat their artwork as their intention or preference may be to let the artwork fade and erode over time.
- If you are considering anti-graffiti coating it is recommended you discuss this with the artist and speak to a contractor to find the best option for the site.

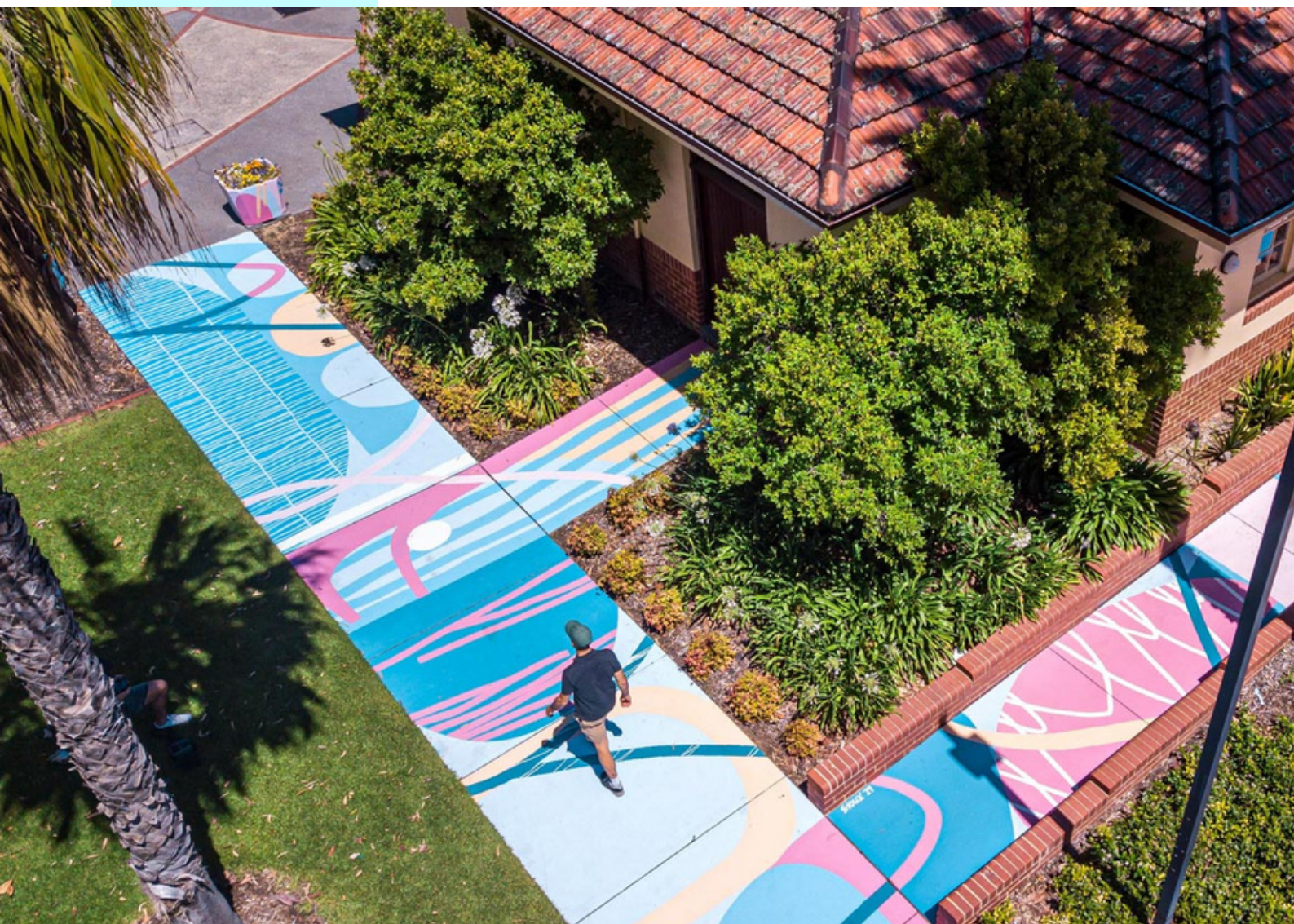
Artist Andrew Frazer working on the Canning Bridge mural series (2021)

07 CREATING A MURAL ARTWORK AGREEMENT

Once an artist and property owner have agreed to work together, and before design work commences, it is highly recommended a Mural Artwork Agreement be created. Your agreement will shape the way the artwork is developed, installed, maintained, removed and have financial implications.

This agreement can be in any written form. The artist may also have an agreement they wish to use.

We have provided a sample agreement with points (Attachment 2).



Mural (detail) by Sioux Tempestt (2018) at Goolugatup Heathcote, Applecross

I have seen a blank wall and I think it needs some artwork, how can I start this process?

Speak to the property owner and see if they are open to a mural artwork project. Read the considerations and follow the steps in this Mural Artwork toolkit to commission an artwork.

How long does it take an artist to install a mural artwork?

This depends on the size of the wall, the detail in the artwork, and the artist.

As a guide for a large wall of approximately 50 square meters with normal ladder access, an artist may take up a week to install the artwork. The artist will be able to advise you on how long their works typically take to install.

If I provide the paint, can I ask an artist to paint artwork on my wall for free exposure?

You can ask, but this is not recommended. A younger or emerging artist may agree to these conditions however this is devaluing their ideas, skills, and time. Artists should be paid professionally for the time they spend in developing the artwork concept and installing the artwork. For more information on artist fees, you can speak to our Arts Officers.

How much should I pay an artist for a mural artwork? Can I set an amount and ask the artist to work to a particular budget?

Yes, you can. Ask the artist to provide a quote and they will tell you what they can produce with that budget. Make sure you also consider the costs of wall preparation and whether you will be anti-graffiti coating the artwork. You can also ask the City of Melville Arts Officers for guidance.

If I install a mural on my private property and it is public facing, will the City of Melville remove graffiti from it?

Our graffiti contractors will only remove graffiti from artworks that have been anti-graffiti coated. If your artwork is tagged and it is not coated, you will need to arrange to repair it yourself or to remove the artwork if it is at the end of its life-span.

FAQS (CONT)

How much should I pay an artist for a mural artwork? Can I set an amount and ask the artist to work to a particular budget?

Yes you can. Ask the artist to provide a quote and they will tell you what they can produce for that particular budget. Make sure you also consider the costs of wall preparation and whether you will be anti-graffiti coating the artwork. You can also ask the City of Melville Arts Officers for guidance.

If I install a mural on my private property and it is public-facing, will the City of Melville remove graffiti from it?

Our graffiti contractors will only remove graffiti from artworks that have been anti-graffiti coated. If your artwork is tagged and is not anti-graffiti coated, you will need to arrange to repair it yourself or to remove the artwork if it is at the end of its life.

Can I offer my wall for a future City of Melville commissioned mural? If so - do I still need to contribute financially? We love to hear from property owners who are interested in providing a platform for City funded mural artworks, please get in touch.

Does the City of Melville provide funding for murals?

Community Safety graffiti prevention grant

Funding is available for murals to assist property owners who have experienced multiple instances of tagging on their public-facing property, within the last 12 months. To be considered for a community safety graffiti prevention grant please email arts@melville.wa.gov.au

My Community Grants

Grants are available for mural projects under the **Create** stream, of up to \$5,000. To find out more information visit [My Community grants](#)

City of Melville Public Art Resources: www.melvillecity.com.au/publicart

Attachment 1: Mural Art Project EOI template

Attachment 2: Mural Art project commissioning template

Other resources:

Artsource

<https://www.artsource.net.au/>

Arts Law Centre of Australia

www.artslaw.com.au

National legal centre for the arts, providing legal advice for arts related matters and sample agreements including a Public Art and Design Commission Agreement.

NAVA

www.visualarts.net.au

NAVA provides a Code of Practice for the Professional Australian Visual Arts, Craft and Design Sector, which is the national standard of best practice for professional engagement of artists and includes a schedule of pay rates for artists.



Mural by Bezt (2017) located in Canning Bridge

CITY OF MELVILLE CONTACTS

Cultural Services

Cultural Development Officer - Arts

(08) 9364 0645 arts@melville.wa.gov.au

hannah.katarski@melville.wa.gov.au

yvonne.doherty@melville.wa.gov.au



Sump wall mural by Nathan Hoyle, and students from Applecross SHS (2021), located on Marmion Street, Melville