

Keysborough South Community Hub

Playable Sculpture Public Artwork Commission

Expression of Interest Guidelines



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Project Overview

Rich in history and culture the City of Greater Dandenong has the most culturally diverse community in Australia. Greater Dandenong residents come from over 156 different countries and speak over 69 different languages.

Greater Dandenong City Council is looking for an artist, art collective or multidisciplinary creative team to produce a Playable Sculpture Public Artwork for the Keysborough South Community Hub playground?

We are seeking imaginative proposals for a permanent large-scale sculptural and/or land artwork that captivates children, evokes a sense of play, wonder and curiosity. Taking inspiration from the flora and fauna of nearby reserves, wetlands and parklands the artwork should become a landmark on its own right. **The final artwork is expected to be in-situ May 2025.**

This opportunity is open to artists by invitation only as part of a Limited competition EOI. The artists invited are based on specific skills, knowledge, relevant experience and/or style inviting playfulness being required for the project.

Background Information

The suburb of Keysborough sits on the traditional lands of the Bunurong Country.

Keysborough sits 27 km south-east of Melbourne and is one of the largest suburbs in Melbourne by land area. Geographically, it is split into three sections, the southern portion of the suburb includes market gardens and semi-rural properties extending to its southern boundaries Pillars Road and the Mordialloc Creek.

Historically Keysborough South was a mixture of residential and agricultural land, where farmlands were formed by the draining of the Carrum Swamp. Keysborough was described in the 1903 Australian handbook as dairy-ing, pastoral, agricultural and market garden district.

About Keysborough South Community Hub

This exciting Keysborough South Community Hub project has been developed in response to extensive community consultation over many years and in response to local demand for new services in the area.

The new hub will be situated at the corner of Chapel and Villiers Roads and will include a range of services, programs and flexible meeting spaces.

Key features of the Hub were developed in consultation with the community and include community meeting rooms, kindergarten and childcare rooms, maternal and child health

consulting suites, a community and library lounge, a reception area, kitchen and other amenities. The outside area includes a playground and half basketball court.

Construction is projected to be completed by late 2024.

Considerations

In addition to **The Brief** requirements, when producing the artwork concept you should take into consideration the following points:

Community

- In the last Census (2021) it was reported that 63.5% of Keysborough South Community comprised of Families with children.
- South Keysborough has undergone a development boom over the last 15 years, with new housing estates having been developed.
- Please refer to **Consultation Requirements** further below in the document.

Environment

- Not duplicating function of play equipment in the adjacent playground
- Existing large trees.
- The function of the Community Hub, adjoining Playground and recreation facilities and spaces.
- For further information please refer to **Appendix 1: The Site**

Ambience

- Sensory/Safe space
- No lighting
- Sound can be considered
- Broad appeal needed (0-12 years of age)

Themes to consider

- Creating a strong relationship between immediate surrounding and nearby nature of Keysborough Wetlands, Roth Hetherington Australian Flora Reserve, Coomoora Woodland Flora and Fauna Reserve and Frederick Wachter Reserve (wetlands, endangered flora and fauna)
- Working with local children to identify flora and fauna themes and connecting stories?
- Complements nature play and environmental learning inspiration and awareness

Practical considerations

- Accessibility and safety for all.
- Open form, not closed as it can attract nesting
- The size and scale of elements, and whether there is one or several elements
- Ensuring clear views in, out and around
- Standards (inc. playground safety standards) and codes that must be adhered to. This may influence scale and materiality of interventions.
- Site specific climatic conditions.
- Structural and engineering requirements
- Maintenance and cleaning of any intervention and the broader space (lawn mowing, weeding, surface sweeping, graffiti removal etc.).
- The anticipated life span of any artworks, and anticipated replacement or maintenance requirements.

Materials

- The relationship of the work to other surfaces and finished, colours and textures within the space.
- Exposure to environmental conditions and durability of materials.
- Vandal resistance and robustness.
- Safety requirements of specific materials.
- Opportunities to recycle or repurpose existing and available materials including natural materials.

Public Art context

The City of Greater Dandenong values the influence of creativity on the fabric of our city and recognises that arts and culture is intrinsically linked to the city's identity. Council is committed to making arts and culture an everyday experience for its citizens and visitors. Public art that is integrated into the city's public spaces and places is recognised as one of the most effective ways to make this happen.

Council understands that investment in public art adds both aesthetic and commercial value to the municipality, enticing tourists, residents, tenants, and investors through its capacity to share stories, build community and create memories. While the value of an individual artwork may appreciate over time, broader benefits are found in the enhanced visibility, awareness, and foot-traffic in the area. Public art can express community values, enhance our environment, transform a landscape, heighten our awareness, or question our assumptions. Placed in public sites, art is a powerful form of collective community expression.

Strategic context

As our city continues to change and evolve, our strategy reflects a Greater Dandenong that is vibrant; celebrates and shares the richly diverse stories of its people; supports the local creative and heritage sector and economy, and enables all to participate.

Arts, culture, and heritage has the power to bind fractured communities by enabling and empowering individuals and groups to express their stories, experiences, and identity.

For our community arts, culture and heritage is a critical mechanism to address social issues, build community cohesion, represent one's culture, feelings, and emotions. However, there are barriers to inclusion and engagement, as well as challenges in scaling and growing creative activity.

Our vision for arts, culture, and heritage: A vibrant city that celebrates and represents the richly diverse stories of its people; supports local creative and cultural activity and economy to thrive; and enables all to participate, enjoy and be inspired by arts, culture, and heritage.

The Brief

Who we are looking for

This opportunity is open to artists by invitation only as part of a Limited competition EOI. The artists invited are based on specific skills, knowledge, relevant experience and/or style being required for this project.

We are seeking creative professionals, whether an individual artist, creative collective or multidisciplinary team who can consider, engage with, and be informed by local school children and natural environment (flora and fauna) of the area. Your work should demonstrate an understanding of the importance of transformative contemporary public art which promotes and evoke curiosity and fun for children and invites play, exploration and learning. Approaches that are interactive, kinetic, or sensory will be highly regarded.

While experience in large scale fabrication is required and the successful applicant will be responsible for managing design and fabrication; they may choose to outsource specific elements of the project to appropriate skilled suppliers or craftspeople. Applicants are encouraged to innovative cross industry collaborations, such as visual artists, landscape architects and designers, childhood development professionals, designers and fabricators.

Commissioning Objectives

The key objective of this commission is to create a site-specific, permanent large-scale sculptural and/or land artwork that captivates children, evokes a sense of play, wonder

and curiosity. Taking inspiration from the flora and fauna of nearby reserves, wetlands and parklands the permanent artwork(s) promotes play and discovery, which invites engagement and encourages curiosity through playable imaginative elements.

The artwork should become a landmark on its own right.

It is expected that -

1. School children are involved in design process.
2. Artwork encourages creative play through use of diverse sensory elements, movement and imagination.
3. Artwork expands the play environment and compliments natural design & aesthetic.
4. Families can enjoy the space and children are excited by the work.
5. It is a high-quality public artwork the local community are proud of.
6. The artwork will change perceptions of public art and who it is for.

Scope

It is expected that the artwork should reflect the project brief while responding to the space, and purpose. Proposed artwork(s) for this location could take a variety of formats including integration within the design of the sites i.e. landscaping or a standalone work within the site. The artwork in its presentation needs to take in to account considerations and constraints as outlined in the **Considerations** (above).

Selection Process

The selection process for the commission will be across three stages.

Stage 1 – Expression of interest concept proposal – September to October 2024

The Expression of Interest (EOI) is the first stage of the process. At this stage we are only seeking a preliminary concept proposal. No fees will be paid for Stage 1.

Submit Expression of interest concept proposals must be received **no later than 11.59pm, Monday 30 September 2024.**

A shortlist of up to three artists will be selected from the Stage 1 submissions and offered an opportunity to develop a more detailed concept and design.

Unsuccessful applicants will be notified via email.

Please submit the following:

- Completed online application form, answering key selection criteria, including 300-word concept proposal.

- CV of recent work, including two referees.
- Examples of up to four previous relevant works, noting artwork date and location (Consolidate into one document. Accepted file types: doc, docx, ppt, pptx, txt, mp4 or pdf.)
- Information about any existing or potential conflicts of interest and the process for mitigating against any risks.

Stage 2 – Shortlisted artists concept designs – October to December 2024

Up to three (3) shortlisted artists/creative teams will be invited to submit a detailed concept design based on their preliminary proposal. Those shortlisted artists/creative teams will receive a fee of \$2,000 (excl GST) each to take their proposal to concept development in response to The Brief.

All shortlisted artists will be invited to a site inspection at the Keysborough South Community Hub. Following the site visit an online Technical Experts Panel Q&A Session will be hosted, offering an opportunity to ask further questions regarding the curatorial objectives for the work, including information about consultation requirements and technical requirements.

Please note shortlisted artists are responsible for covering any travel costs to attend the Keysborough South Community Hub site visit and Concept presentation.

These artists will be invited to submit and present to the selection panel their detailed concept design, based on their preliminary proposal. Including:

- Conceptual outline and understanding of the brief
- How the work will engage with children and promote play and learning
- Medium/s, materials, and dimensions
- Examples, rendering, maquette, prototype and/or samples to best illustrate and present the concept. Any samples provided will be returned to the artist on request
- Proposed approach to engaging with Keysborough community, specifically young children in the community
- A detailed budget with a breakdown of each component
- A proposed timeline outlining each stage of the project
- A list of proposed subcontractors or fabricators, if relevant
- A completed risk assessment covering any risks to health, safety, audience engagement, misinterpretation, and cultural sensitivity
- Maintenance Plan
- Evidence of current insurance cover, including Public Liability insurance.
- Details of the legal structure under which the artist is working (sole trader, company, collective etc)
- References from a minimum of two previous clients, including any Local Government Authorities the artist has worked in, if relevant

- A signed Artist's MOU and Invoice for stage 2
- Availability throughout 2025.

Concepts should be technically feasible to suit a budget of up to \$160,000, and be delivered within a timeframe. Council will favour concepts that consider these constraints in detail and outline steps to delivering within budget and on time.

Artists will be asked to present their concept in person to an assessment panel. This provides artists with the opportunity to explain and sell their concept to the panel who will appoint the final commission.

A Public Art Panel will decide which concept best fits the selection criteria and will appoint a single artist to progress to project delivery.

All materials submitted during this stage will remain the property of Greater Dandenong City Council unless specifically requested otherwise by the artist.

Stage 3 – Project delivery (funding dependant) – December 2024 to May 2025

The Council's selection panel will select one artist from the shortlist. The successful artist(s) will be commissioned to design, fabricate, and deliver an artwork within the outlined up to \$160,000 total project budget.

The successful artist will be required to sign a Greater Dandenong Council Agreement, which outlines standard terms, including those relating to copyright. The Council shall not be under any legal obligation to accept a proposal unless and until an Agreement has been signed by the Council and the successful applicant.

Depending on the design of the artwork and the materials conceived, an engineering assessment may be required. The cost of this will need to be covered within the overall stage budget.

Requirements:

- A signed Artist Agreement.
- An invoice for Stage three delivery.
- The successful artist will be required to deliver the work on time and in line with budget and installation requirements.
- Presentation of the final concept at a working group meeting.
- An engineering assessment, if relevant.
- Regular progress updated.
- Delivery.
- On-site installation support.
- A fully realised artwork.
- Completed Maintenance, cleaning plan and life-cycle plan.

Criteria

Artists will be selected against the following:

Selection criteria	Weighting
Concept Proposal demonstrates imagination, distinctiveness, originality, and viability.	30%
Concept Proposal and Interest are relevant in a local, context and enhances a sense of place.	20%
Experience in contributed to innovative and new thinking in delivering inclusive and accessible public art	20%
Demonstrate through examples of relevant creative work experience in delivering similar successful projects within set timeframes and on budget.	20%
Demonstrated strength in applying collaboration with Community, children, fabricators, and multidisciplinary creative teams to inform the creative vision and production of work.	10%

Confidentiality

All submissions will be treated as strictly confidential between Greater Dandenong City Council, external contractors engaged to provide expert guidance and advice and the applicant.

Reserved rights

Greater Dandenong City Council reserves the right to cancel this process and/or again call for further submissions should the responses be deemed unsatisfactory or insufficient.

Consultation Requirements

The successful artist is required to engage the Keysborough school children during the design process, and as need arises consult with Bunurong Land Council Aboriginal Corporation, Greater Dandenong Council, and other stakeholders.

Budget

Total project cost of up to \$160,000 inclusive of all costs including the following budget considerations are a guide only:

- Artist(s) fee including Superannuation (11.5%), artist fee will be by negotiation depending on the design, build and installation factors.
- Design fees and engineering report, materials, equipment hire and fabrication (including space hire if required), planning advice and permits
- School children involvement as part of the design process
- Installation including transport/freight, traffic management, fencing, site preparation works, landscaping, sub-contractors
- Accreditation plaque and interpretive signage fabrication, and any project lifecycle documentation (photography, videography, interviews)

This budget does not include the successfully shortlisted artist(s) fees to develop concept design for presentation, this will be paid separately.

Timeline

Dates are subject to change.

Stage 1 – Expression of interest concept proposal	
Limited competition EOI Call Out	16 September 2024
EOI closes	30 September 2024
Selection process	2 October – 9 October 2024
Non/Shortlisted artists advised	10 October 2024
Stage 2 – Shortlisted artists	
Site visit during working hours	17 October – 24 October 2024
Online Technical Experts Panel Q&A Session during working hours	17 – 24 October 2024
Concept development	25 October – 24 November 2024
Concept due	25 November 2024
Artists present their concept to the panel	26 November 2024
Selection process	27– 29 November 2024
Non/Successful artists notified	2 December 2024
Stage 3 – Project delivery	
Commission Agreement signed	3 – 6 December 2024
School children involved as part of the design process	9 – 19 December 2024
Final Design and Engineering	1 February 2025
Fabrication	February – April 2025
Site Preparation Works	March – May 2025
Installation	May 2025

Appendix 1: The Site

Links to Information about the site:

[Keysborough South Community Hub | Greater Dandenong Council](#)

[Keysborough South Community Hub - Proposed New Neighbourhood Playground Consultation](#)

Figure 1  Location of Public Artwork



Figure 2



PRELIMINARY - FOR INFORMATION

GROUP GSA

FOR City of Greater Dandenong

DRAWING
Site plan

NUMBER
SD101 - R5

REVISION

DATE
21/07/20

SCALE
1: 500 @ A3

Keyborough South Community Hub
© GROUP GSA

Figure 3

