

Public Art Project: Decal Designs Artist Brief



Project Name: “The Art of Respect”

\$500 x 4 artists

Council is seeking expressions of interest from suitably qualified artists for the design of four A2-sized decals to be installed across the municipality - in St Kilda, South Melbourne, Port Melbourne and Elwood - during the 16 Days of Activism against Gender-Based Violence (25 November to 10 December 2021).

Artists can include:

- Visual artists
- Poets
- Graphic Designers
- Illustrators
- Lyricists
- Children’s book writers and illustrators
- Street Artists
- Authors

Council is committed to supporting artists with diverse backgrounds and identities, including First Nations, young people, older people, people with disability, culturally and linguistically diverse and LGBTIQ+ people.

Artists who live, work, study or have a close connection to the City of Port Phillip are strongly encouraged to apply.

Project Background

The United Nation’s 16 Days of Activism against Gender-Based Violence is a global campaign that takes place annually between 25 November (International Day for the Elimination of Violence Against Women) and 10 December (International Human Rights Day). Violence against women and girls is one of the most prevalent human rights abuses in the world.

In Australia, on average, one woman is murdered by a current or former partner each week, and almost 10 women a day are hospitalised for assault injuries perpetrated by a spouse or intimate partner. In Victoria (indeed in Australia as a whole), intimate partner violence is a leading

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contributor of disability and illness in women aged 15-44. Domestic and family violence is also one of the main reasons why women and children become homeless in Australia.

While domestic and family violence can affect anyone, overwhelmingly the evidence shows that women are far more likely to experience violence from an intimate partner than men, and some groups of women are at greater risk, particularly Indigenous women, young women, pregnant women, women separating from their partners, women with disability and trans women.

Coinciding with the international 16 Days of Activism against Gender-Based Violence, City of Port Phillip is taking part in Respect Victoria's state-wide **Respect Women: 'Call it Out'** initiative. This initiative encourages councils, community health and other organisations to engage our diverse communities in conversations about **gender equality** and **respect**, ultimately contributing to the prevention of gender-based violence.

Through the "Art of Respect" project, we aim to raise awareness and start conversations in our community about these important issues through showcasing artists' work in prominent locations throughout the City of Port Phillip (including at the foreshore) during the 16 Days of Activism. We seek to generate support for gender equality, and importantly, encourage people to take action when they witness disrespect towards women and girls. Not all disrespect towards women results in violence. But all violence against women starts with disrespectful behaviour.

Decals will represent the artists' work based on their design, along with a QR code that people can scan to visit our website for more information about the campaign and the call to action. On the website, we will include the artwork, a description from the artist and the artist's bio.

Concept Theme

Respect sits at the core of all safe, healthy and equal relationships. Gender inequality involves devaluing or disrespecting women and their contributions. Research has consistently found that these forms of disrespect increase the likelihood of violence against women.

With this campaign, we are asking people to:

- Think about and talk about what respect looks like in their everyday lives – including in intimate relationships, families, workplaces and communities
- Call out disrespect, sexism, harassment and abuse when it is safe to do so (to be active bystanders)
- Make the link between gender equality and family violence/violence against women

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The concept will involve respecting women and gender equality.

The proposed concept must be original and must not contain business logos, advertising material, or imagery that is offensive; nor is it to be seen to promote anti-social behaviour or political bias.

Budget

The total design budget is \$500 and covers the costs involved with the design.

Four artists will be selected.

Project Delivery

The artist(s) will be responsible for:

- Design for decal
- Meetings (online or in person following COVID safe practices) as required and working with the City of Port Phillip to develop the artwork concept
- Participation in media calls, interviews and publicity

Council Contribution

Council will cover the following costs:

- Production of decals
- Installation of decals (and subsequent removal of decals)
- Project Management
- Permit Clearances
- Website content development

Contractual Arrangements

The artist will be engaged by the City of Port Phillip through Auspicious Arts. Payment of the fee will be made upon completion and signed off design.

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Project Timelines

Expression of Interest open	11 October 2021
Expression of Interest close	24 October
Selection of 4 artists	25 October
Final concept designs for approval/sign off	8 November
Prepare artwork for printer, including QR code	9-12 November
Decals printed and installed at chosen locations	25 November

EXPRESSION OF INTEREST PROCESS

This is a one-stage selection process. Artists are invited to submit an expression of interest that details their experience and expertise as it relates to the project and the evaluation criteria outlined below.

No design is requested as part of the EOI process.

Expressions of interest will be assessed by a panel of Council officers drawn from Community Wellbeing and Inclusion, and City Growth and Culture.

Evaluation Criteria

- Ability to respond to the aim and objectives of the 16 Days of Activism Campaign
- Ability to produce high quality design, poems, writing
- Calibre and quality of portfolio of previous work
- Suitability of past work to translate into the scope of this project

Artists need to submit the following

Concept proposals must include the following information:

- Outline of the idea (maximum 200 words)

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- Artist CV (1 page)
- Up to 5 images or examples of writing (poems/lyrics etc)

Proposals will only be accepted as a 1x PDF or Word document and not exceeding 10 pages.

Concept proposals are to be emailed to Georgia Rouette on Georgia.rouette@portphillip.vic.gov.au by 11.59pm on Sunday 24 October 2021.

More information

For more information about the 16 Days of Activism campaign, please contact Kate Greenwood, City of Port Phillip's Social Policy and Gender Equity Advisor on kate.greenwood@portphillip.vic.gov.au

For more information about public art projects, please contact Georgia Rouette, City of Port Phillip's Public Art Advisor on Georgia.rouette@portphillip.vic.gov.au

Where to go for help

If you or someone you know needs support, help is available.

In an emergency:

If you are in danger, or there is immediate risk of harm to yourself or others call 000 for Police.

Safe Steps Family Violence Response Centre:

safe steps is Victoria's 24/7 Family Violence Response Centre. You can call on **1800 015 188**.

If you cannot safely call the phone line, email safesteps@safesteps.org.au

