

Artist Project Brief

Waste Truck Art Project

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Jaara Country

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Acknowledgement of Country

Mount Alexander Shire Council acknowledges that the Traditional Custodians of this land, the Dja Dja Wurrung and Taungurung peoples, proudly survive. We acknowledge their continued practise of custom and their close cultural, spiritual, physical, social, historical and economic relationship with the land and waters that make up their Country, which includes Mount Alexander Shire.

1. Introduction

1.1. Project overview

Mount Alexander Shire Council invites emerging artists who live, work or play in Mount Alexander Shire, to submit their interest in a project to create digital artwork that will be installed by Council suppliers as a vinyl wrap on kerbside 'waste' collection trucks. The trucks will be operating in the shire from late 2024. The commission will explore the sustainability theme of 'Reduce, Reuse, Recycle' and waste minimisation. The work will be printed and installed at no cost to the artist. Selected artists will have their artwork on display from late 2024 through to late 2027.

Digital artwork may be rendered using a wide range of formats including graphic, photographic and/or mixed-media designs, following the design specifications and templates provided to selected artists.

Artist Fee: \$3500 (for one design on a two-sided truck)

1.2. Background

Mount Alexander Shire Council is committed to the development of a vibrant and diverse arts community, providing opportunities for cultural development. Council is engaging a new waste collection service, Cleanaway, which presents the opportunity to create artwork for three new kerbside collection vehicles. Council wishes to engage artists to create artwork that promotes re-thinking what we put in our bins, and reducing the amount of waste going to landfill. For the next few years the kerbside collection vehicles will collect general waste and mixed recycling from household wheelie bins, and in future, the same vehicles may also be used to empty organic material (FOGO – Food Organics, Garden Organics) and glass bottles and jars.

1.3. Project objectives

The objectives of the project, in line with Council's plans and strategies are to:

- Support creative endeavours which enhance cultural vitality and the wellbeing of our community
- Promote the message of reducing waste and increasing resource recovery
- Provide entry-level public art opportunities which support emerging artists to gain experience in delivering artwork in different contexts and formats
- Attract and build investment in our cultural and creative community

2. Technical information

2.1. Project scope

The project scope is for the delivery of a digital artwork for two sides of a truck, designed to the specifications provided. The artwork will be installed onto waste trucks at no cost to the artist.

The project includes concept development including revisions, an artist statement, and an artist talk and/or video reel about the final artwork.

2.2. Artwork specifications and design requirements

Please see Attachment 1 for all specifications

2.6 Materials and lifespan:

It is expected that the artist will create a digital image that meets printing specification requirements, in consultation with our signage fabricators.

Life span:

The printed artwork is expected to be on display from December 2024 to December 2027 in line with the current contract with Council's waste services provider. This is subject to change in the event that the vehicle is damaged or replaced during this service period.

Artwork on display:

The artwork will be on view whenever and wherever the waste trucks are in service.

**Please note artists are NOT required to submit a design as part of their Expression of Interest. If you are successful in your Expression of Interest you will then be asked to create a design. The above specifications are for information only, to ensure all applicants understand the full requirements of the project.*

3. Project timeline:

Table 1 Project tasks and deliverables

Stage 1: Artist Expression of Interest closes 13 September	
Artists submit Expressions of Interest Online Information Session	15 August - 13 September 2024 Information Session: 27 August
Stage 2: Artist selection and contract by 30 September	
- Three Artists selected by a selection panel	20 - 29 September 2024
- Artists notified of outcomes	30 September 2024
Stage 3: concept development period (7 October to 14 November)	
- Selected artists meet with Arts Officer for full briefing - First draft for technical review and feedback - Final concept submissions	Meeting week commencing 7 October Concept review and technical feedback: 5 November Final concept submitted 14 November
Stage 4: Artwork installation and promotion	
- Council works with suppliers to install designs on trucks - Artists do a video reel in front of their truck design - Artworks promoted via all Council marketing platforms	11 November - 16 December

Artist Deliverables:

Table 1 Summary of project deliverables

Stage	Meetings*	Deliverables
1	Project commencement: Contract signed, Project Briefing attended	Initial project plan delivered, Milestone Payment one (50%)
2	Concept development	Draft presented for technical review
3	Concept approved	Final concepts approved by Council and meet all technical requirements Milestone Payment two (50%)

3. Concept brief

Artists are invited to create a work that promotes the message of reducing waste in day-to-day living. The Australian Bureau of Statistics reports that Australians produce about 76 million tonnes of waste per annum and nearly 13 million tonnes of that comes from households. As our global resources are shrinking and populations are growing, communities are moving towards reducing rates of consumption and waste. Locally, a survey in 2022 showed that 11% of our waste bin content was recyclable material, and there was 16% contamination of our recycling bins.

Artists may choose respond to the commonly referred to three Rs (Reduce, Reuse, Recycle), which is to reduce the amount of waste we produce, reuse items as much as possible, and recycle items through waste services or through community networks and programs.

Artists could explore a wide range of themes around rethinking household consumption, for example (but not limited to), reducing use of plastic bags and packaged goods, recycling of paper and card, upcycling plastics and metals in mobile phones, using refillable drink bottles, or artists could choose broader concepts connected to closing the loop on materials we produce by returning those materials into the economy.

The purpose of the Waste Truck Art Project is to promote changes in household behaviour in relation to reducing household waste. Artists should consider creating high impact artworks that can be easily seen and understood as the waste trucks travel on their daily routes. Ideally, the viewer should be able to grasp the intended concept with ease.

4. Selection and concept development process

- **Step 1: Express your interest by Friday 13 September:**

Artists who live, work or play in Mount Alexander Shire can express interest in the Waste Truck Art program via the online form at www.mountalexandershire.vic.gov.au

There will also be an online information session on Tuesday 27 August for applicants to ask questions and seek guidance on their applications. As part of the application artists will be required (in the online form) to submit:

- Four to six images of previous projects that are relevant to technical requirements or theme of the brief
- Current artist resume or CV

Artists will be advised in writing by Monday 30 September if they were selected for the project.

- **Step 2: Selected artists will develop concept – Due Thursday 14 November, 9.00am:**

Three artists will then be invited to develop a full visual concept for the waste trucks, for a fee of \$3500 each. Each Artist will be supported as follows:

- Artist briefing
- Technical review of drafts on Tuesday 5 November with constructive feedback and assistance to meet design requirements

Final visual concepts are due by email on Thursday 14 November at 9.00am.

- **Step 3: Council will install final designs on waste trucks**

Council will work with its contracted waste company and signage suppliers to print and install each artist's digital designs onto the truck.

5. Roles and responsibilities

5.1. Project roles

The project will be managed by Council's Creative Industries Officer, who will be responsible for the day-to-day requirements of the project, including, but not limited to:

- Confirming the project plan and methodology
- Following procurement, engaging artists and completing necessary procurement tasks
- Establishing governance arrangements
- Facilitating engagement with other internal Council units, as required
- Engaging Councillors

The project will be delivered by the appointed artists who will be responsible for delivery of the project, including, but not limited to:

- Consultation with Council on concept development
- Developing an original waste truck art concept
- Adapting concept to meet design requirements where required

6. Project budget

6.1 Project budget: \$3,500

6.2 Budget inclusions:

Item	Inclusions/exclusions
All printing and installation will be arranged by Council at no cost to the artist	
Artist fee for digital concept design, plus up to 3 rounds of changes following the Technical Review	Included
100-word artist statement about the concept and a 5 minute video interview about the artwork.	Included
TOTAL	\$3,500

7. Copyright and licencing

- 7.1. Artists engaged in the project retain all title and copyright in any material submitted or presented to Council under, or in relation to, this project, including but not limited to the artwork. The artwork will become the property of Mount Alexander Shire Council on completion.
- 7.2. Artists engaged in the project grant Council royalty-free worldwide licence to use imagery and documentation of the project, and the project artwork in any Council promotions, either online or in print.

8. Documentation

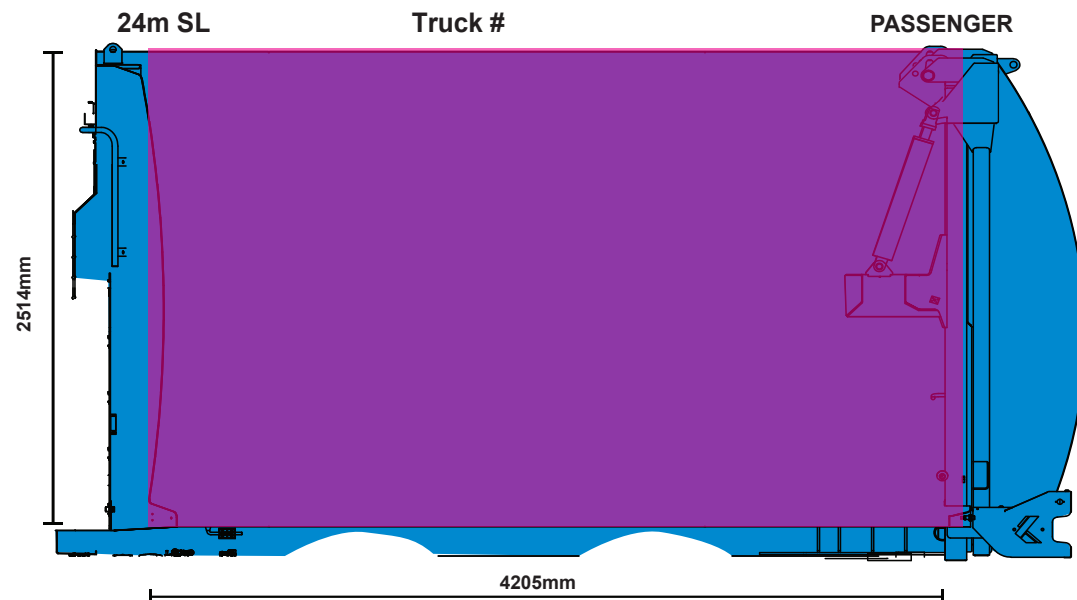
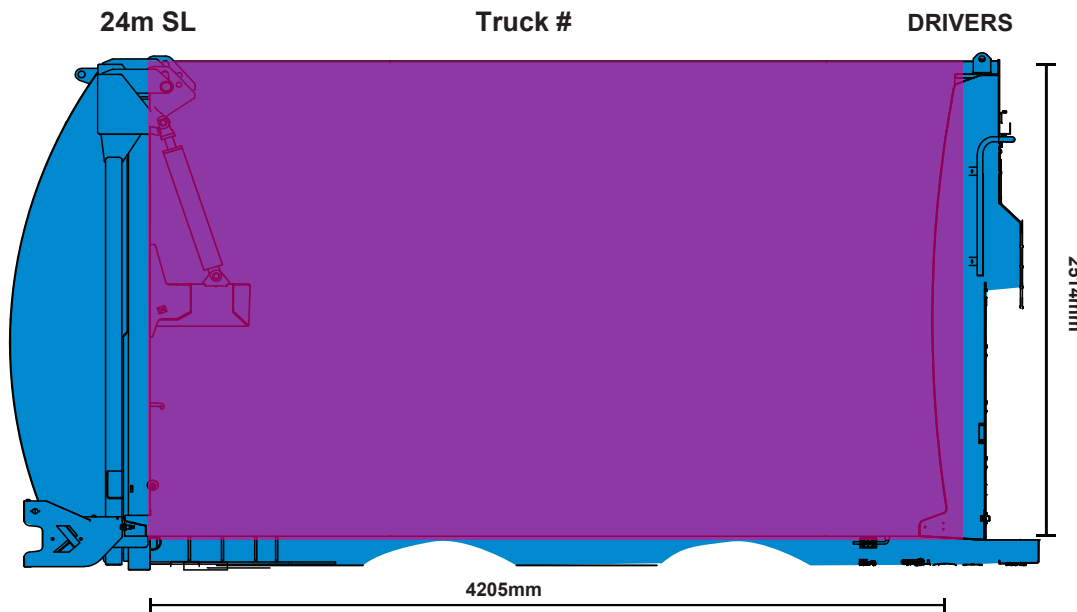
- 8.1 Selected artists are required to submit all final concept documentation, a full artist statement of 100 words about the artwork concept and a 5 min video interview.
- 8.2 Council will arrange for photography of the completed waste truck designs.

9. Contact information

For all project enquiries before Thursday 29 August, please contact Madeleine McClelland via email m.mcclelland@mountalexander.vic.gov.au; or any enquiries after this date please contact arts@mountalexander.vic.gov.au; or phone 5471 1700.



24m³ truck

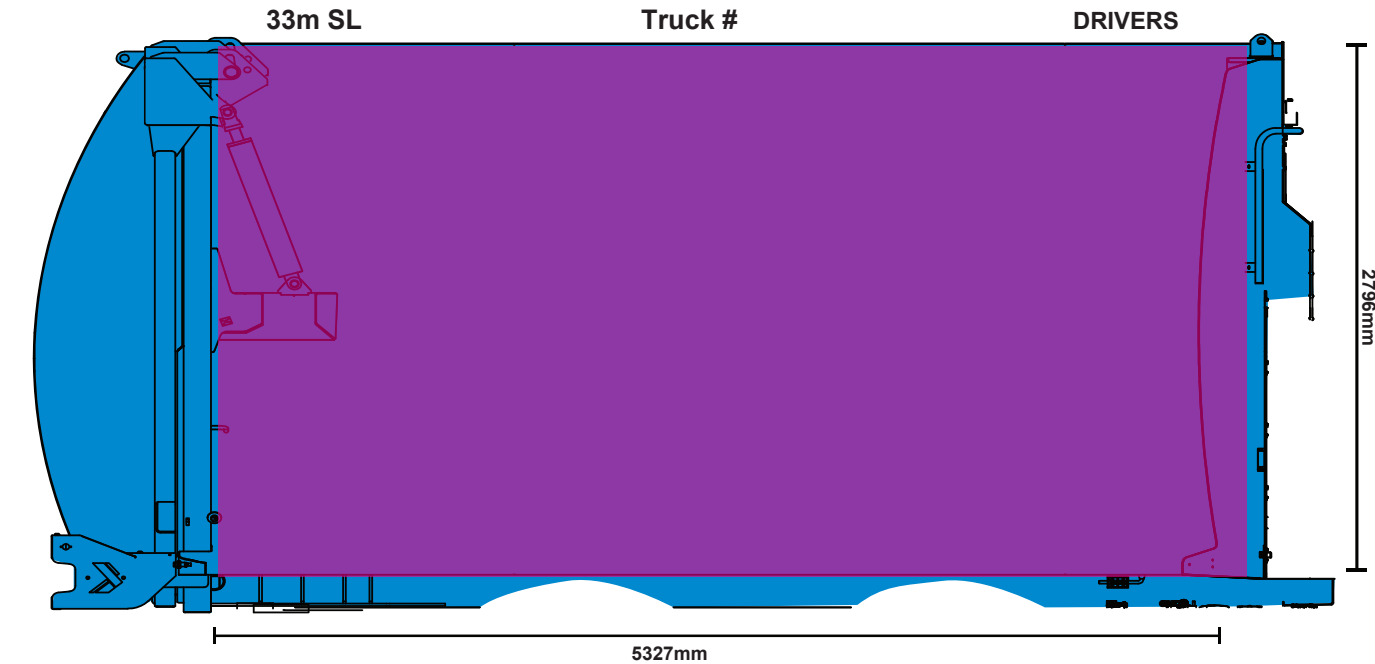


 Print zone

- File type required - PDF, eps or vector
- Artwork size: 251.4mm h x 420.5mm w at 300dpi.
- No trim or bleed required.
- Artwork detail on truck arms or mechanisms within the pink print zone on this diagram won't be visible when printed.
- Body of truck is Cleanaway blue. Please keep this in mind when selecting colours for your artwork.

NOTE: Artwork will be printed on both sides of the truck.

33m³ truck



 Print zone

- File type required - PDF, eps, vector.
- Artwork size: 279.6mm h x 532.7mm at 300dpi.
- No trim or bleed required.
- Artwork detail on truck arms or mechanisms within the pink print zone on this diagram won't be visible when printed.
- Body of truck is Cleanaway blue. Please keep this in mind when selecting colours for your artwork.

NOTE: Artwork will be printed on both sides of the truck.

