



CITY OF VINCENT

# MURAL CO-FUNDING PROGRAM GUIDELINES 2024/25



**The City of Vincent's arts vision is to embed creativity in everything we do to make Vincent the Arts capital of Perth. Mural artworks bring interest and vibrancy to our town centres and neighbourhoods, reflecting our community and helping to create a sense of identity.**

Vincent has developed the Mural Co-Funding Program to facilitate the commissioning of public murals by professional and emerging mural artists, enhancing our public places whilst also supporting local artists.

## Matched Funding

Applicants can apply for up to 50 per cent of the total cost of a mural project, with a maximum of \$5,000 (no GST) grant funding awarded to a mural project.

## Eligibility

### PROJECTS

For the purpose of the Mural Co-Funding Program, a public mural is defined as a painting that is applied to a surface (wall, floor, soffit, permanent seating/tables can be considered) that is highly visible from the public realm and designed by an artist. Murals are expected to remain in situ for a minimum of four years.

#### Eligible projects include:

- Site-specific, unique artwork produced by an artist(s), ranging from emerging to professional.
- In certain circumstances, the City may consider surface based artworks that consist of materials other than paint, such as small sculptural elements.
- Where the property owner has provided permission for the proposed mural.
- Projects that comply with the City's Public Murals Policy.

#### Ineligible projects include:

- Designs that have not been produced by an artist.
- Any murals deemed advertising (e.g. business logos or a design that predominantly features brand colours and imagery).
- Artwork that is deemed to be offensive.
- Mural projects which have already commenced or are completed.
- Projects that are already funded or supported by the City of Vincent.

### APPLICANTS

#### Eligible applicants include:

- Small business owners (1–19 employees).
- Residents, property owners, strata bodies.
- Community groups (non-profit or incorporated organisations).
- Vincent-based school or P&C group.

Artists undertaking the work can also apply on behalf of the above eligible applicants.

Please note: To encourage a diversity of murals throughout Vincent, no more than one application per artist will be funded each Financial Year.

#### Ineligible applicants include:

- Franchise businesses.
- Businesses with more than 20 employees.
- Any application involving a Percent for Art contribution required as part of a current or future DA approval.





## LOCATIONS

### Eligible locations include:

- Buildings or surfaces located within the City of Vincent boundary that are highly visible and/or accessible to the public.
- Town Centre and commercial areas will be prioritised over residential areas.
- Murals in residential locations need to be adjacent to a public open space, laneway, right-of-way, or road to achieve visibility and accessibility.

### Ineligible locations include:

- Locations that are not clearly visible and/or accessible to the public.
- Heritage listed buildings.

## PROJECT EXPENSES

### Eligible project expenses include:

- Artist/designer fees.
- Materials and supplies such as paints, brushes, rollers, drop sheets, buckets, anti-graffiti coating.
- Reasonable installation costs (such as hire of access equipment, assistant fees, transportation).

### Ineligible project expenses include:

- Operating costs or administrative costs of the commissioning body.
- Purchase of assets.

## Applying for a Grant

Applications will open on **Monday 13 January 2025** and close at 4pm, **Monday 24 February 2025**.

Applicants must address the following in the application form:

- The concept of the mural artwork and how it responds to the site and context, including concept or sketch imagery and/or detailed text.
- Details of the proposed location and scale of the mural.
- Artist(s) CV and up to three examples of past work, showing ability to execute the work.

- Project budget with associated quotes from the artist(s) and suppliers, including an artist design fee which will be paid to successful applicants after submission of a fully developed mural design.
- Evidence of the property owner's consent for the mural project.
- Details of the materials, methodology and safety involved in the installation of the proposed mural.
- How you will address the ongoing maintenance of the mural, noting four-year life expectancy (e.g. applying anti-graffiti coating, artist will be engaged to fix any tagging, etc.)
- Brief explanation on how you will acknowledge the City of Vincent's contribution to your mural project (e.g. social media post).

If you are interested in applying for Mural Co-funding Program, please contact a Place Planner at [mail@vincent.wa.gov.au](mailto:mail@vincent.wa.gov.au) or 9273 6000 to discuss your proposed mural project. Place Planners will supply applicants with a link to the application form, hosted on the Smarty Grants website.

Applicants will be notified of the outcome by **Friday 21 March 2025**.





## Assessment Criteria

### CONCEPT AND CONTEXT (40%)

- Strength, originality and quality of the mural design concept.
- Creative response to site and consideration of historic, cultural, architectural and geographical context.

### LOCATION AND INTEGRATION (30%)

- Appropriateness of scale and consideration of surrounding environment.
- Enhancement of public realm and local identity.

### FEASIBILITY (30%)

- Demonstrated ability of artist to complete the proposed mural project.
- Appropriate budget with matched contribution.
- Proposed management of ongoing maintenance of the mural (application of anti-graffiti coating preferred where possible).
- Appropriate materials, process and safety involved in the installation of the mural.

## Grant Recipients – Next Steps

Successful applicants will enter into a written agreement with Vincent to manage the grant funding and outline key responsibilities for both parties.

Mural design concepts will then need to be fully developed, and the final design submitted to the City for approval. At this stage the City expects the applicant to pay the artist(s) a design fee for the fully resolved concept. This should be outlined and accounted for in the budget section of the application.

Prior to installing the mural, successful applicants may need to submit a pedestrian management plan if footpaths will be impacted during installation. This will be included in the written agreement if required.

Following completion of the project, applicants are required to submit an acquittal including project details and evidence of grant expenditure including invoices and/or receipts from artists and suppliers. Acquittals are due by **Friday 30 May 2025**. The grant funding will be paid to the recipient upon completion of the works and receipt of an acquittal form to the acceptance of the City.

Please note this is a competitive grant and funds are limited.

## Canvassing of Elected Members

Canvassing or lobbying to the Mayor, Councillors or City of Vincent employees in relation to any grant application will result in the application being deemed ineligible.