

Euroa Public Art Trail Project 2025 - Artist Brief

Strathbogie Shire Council is extending an invitation to suitably experienced artists to register their expression of interest (EOI) to create significant public artworks for the township of Euroa.

Freestanding sculptural works are being sought for this commission.

The commission includes the design, structural engineering, fabrication and installation of all components of the permanent public artwork.

Background

Council is excited to complete Stage Two of Euroa's public art journey, with \$50,000 allocated through the 2024-25 Pitch My Project initiative. This funding supports this project proposed by the Euroa Chamber of Business and Commerce and the Euroa Action Group Inc., which aims to install a minimum of two new public art pieces in Euroa.

Building on the success of Euroa's Magpie '*Swoop the Big Barrwarrang*' sculpture at the Euroa Seven Creeks Park, this project seeks to strengthen the connection between this work, businesses in and around Binney Street, and existing art within the community garden. The aim is to create a cohesive and vibrant public art experience across multiple spaces. We are looking for a strong, marketable link between new and existing sculptures that also considers community feedback below.

We sought community comment to help shape the theme, locations, and vision for this next chapter of Euroa's public art!

Thematically, there was some support for a continuation of the bird theme but also support for the Local Animals/Fauna category in general. Secondary support was shown for the themes of Local plants/Flora and History.

Priority setting for the sculptures was indicated as Binney St (between Brock Street and Railway Street) with a secondary priority setting of Seven Creeks Park. We will be looking for sculptures to be used in both these settings.

In line with Council's [Public Art Policy](#), the final artwork will be selected by a consultative panel, including representatives from the Euroa Chamber of Business and Commerce, Euroa Action Group Inc., Council's Art and Culture Officer, and an independent arts professional. This process ensures that the chosen works meet criteria such as relevance to local stories, artistic quality, and enhancement of public spaces.

It's important to note that, unlike the previous sculpture project, there will not be a public vote on the final submissions. This change ensures a professional, consistent approach to public art selection.

Strathbogie Shire Council adopted the current Public Art Policy in June 2024. The policy provides a clear and transparent process for assessing and making decisions about the design, placement, and preservation of art in public spaces in Strathbogie Shire.

To view the Strathbogie Art Policy follow this link:

[20240618 Public-Art-Policy-and-Procedure-Adopted-18-June-2024.pdf](#)

Specifications

We are looking for at least two sculptures to fulfill this brief.

The sculpture is intended to have a significant lifespan (at least 20 years). It may consist of any material suited to permanent outdoor installation and suitability to all weather. It should also require minimal maintenance across its lifespan.

Site

It is intended that the sculptures will be placed prominently in Euroa. We are looking for at least one sculpture to be placed along Binney St (Main street shopping precinct) and at least one to be placed in Seven's Creek Park.

Please consider the unique public safety and risk implications of these two different sites in your design brief. For example, driver visibility, light reflection and size constraints are some key considerations for the Binney Street site.

Exact location is to be determined and may be dependent on dimensions, design and materials of chosen work. Successful artists will be included in this discussion.

Budget

A budget of \$50,000 overall has been allocated to this art commission.

Installation and associated costs will be the responsibility of the artist and should be included in the budget.

Sculptures do not need to be of equal size and cost. We are looking for variety and an interesting, marketable link between sculptures to encourage viewers to move between them.

Please note: We will accept expressions of interest that include only one sculpture but would expect that the overall cost be less than the total budget to enable an additional artist to be sourced for a second sculpture to complete the brief.

The sculptures chosen may represent multiple artists, however, this is entirely dependent on the applications received and the appropriateness of the proposed sculptures to do this.

Review Process/Key Evaluation Criteria

Public art commissions will be assessed against the following six criteria, as outlined in Council's [Public Art Policy](#). Please consider how your design addresses this criteria.

1. Evidence of high quality, contemporary arts practice. The artist or artists have experience and skills to deliver strong public art outcomes.
2. Suitability of the work to the site. The public art piece or proposal considers existing/planned urban design, public safety and risk implications, public use, environmental and physical impact.
3. Relevance of the work to local stories, themes or issues. The public art piece is relevant to residents and/or includes plans for community engagement.
4. Expected durability and required maintenance of the work (i.e. whole of life costings).
5. Adequate budget and resources to deliver proposed work. Your proposal can not be submitted if the proposal is for greater than \$50,000.
6. Consistency with Council's current planning, heritage, environmental and social policies

Council will also give consideration to submissions that promote local economic regional benefit and/or local indigenous culture.

A consultative panel will be utilised to assess the artistic merit of the proposed public art pieces and choose the final artwork's for this project.

The panel will assess the piece with specific reference to the above criteria.

Indicative Key Dates

Expression of Interest period opens: 09/04/2025

Closing date for Expression of Interest: 5pm, 07/05/2025

Review period: 08/05/2025 – 22/05/2025– 2 weeks

Applicants will be notified of the assessment outcome as soon as possible following the review period.

Installation: 8 weeks from award of contract.

Submission Requirements

The submitting artist/s is asked to complete the EOI form online.

Do you have any questions or need assistance with the application process? Contact the Arts & Culture Officer, Therese Thompson at therese.thompson@strathbogie.vic.gov.au or call 03 5795 0069 Monday - Wednesday. Please be aware that any contact made outside of these days will be responded to on the next Monday.

Please complete applications via the EOI form available to download at [Arts and Culture | Strathbogie Shire](#). and email to info@Strathbogie.vic.gov.au.