

Mural Artwork Guide

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Cover: Amok Island, *Seagulls and Chip*, 2024.

Right: Ping pong table, Walyalup Koort, Fremantle Youth Network co-design, painted by Shavaurn Hanson, 2023. Photo: Rebecca Mansell.



Acknowledgement

Kaya nidja Walyalup, wadjak boodja wer nyidiyang boodja.
(Hello, this Freo Wadjak country and white fella country).

Ngalak kaadatj ngalang wadjak moort wiring keniny, kawininy,
kakarookiny wer warangkiny. (We acknowledge our Wadjak
families' spirits celebrating, laughing, dancing and singing).

The City of Fremantle acknowledges the Whadjuk people
as the Traditional Owners of the Walyalup | Fremantle area
and we recognise their cultural and heritage beliefs are still
important today.

Introduction

This Mural Artwork Guide has been developed to provide guidelines for anyone who is planning to commission or install a mural artwork within the City of Fremantle, including artists, community groups, property owners, businesses and residents.

The purpose of the Mural Artwork Guide is to ensure:

- » Mural artworks have clear ownership, and are well-planned and managed.
- » Responsibility for the ongoing maintenance of the mural artwork is clear.
- » Successful mural artworks are commissioned for our public spaces.
- » You seek any necessary approvals that may be required.

Once mural commissions are installed, the Arts Officers will add them to the City's Mural Register, so if the City receives queries about mural artworks, they can be managed efficiently, and private mural artworks will not be removed as part of the City's graffiti management processes.

With permission, the artwork will also be added to the online City of Fremantle Public Art Map (in development). See **Question 8** in [FAQs](#) for details.

If you are a developer considering commissioning a mural artwork to satisfy your planning approval condition for the provision of public art, this falls under the Percent for Art planning processes.

Right: Jack Brommel, *Blue Synthesis*, 2022. Photo: Dion Robeson.





Definitions

Mural Artwork

A mural artwork is typically a large-scale painted artwork created by an artist, and commissioned by / or collaboratively commissioned with a property owner. Murals are generally intended to be ephemeral and generally have a short life span – after anywhere between three and ten years a mural will degrade and fade and may need to be repainted or painted over. Mural artworks are created by an artist with an original idea or conceptual meaning behind the work installed with the permission of the property owner.

Graffiti or Tagging

Graffiti / Tagging is illegal and an intentional and deliberate act of defacing a public or private surface without permission. Once reported, graffiti is removed by the City of Fremantle. Graffiti is the marking of another person's property without permission of the property owner. Graffiti typically includes tagging, writing, etching, stenciling, images or scribbling.

Typical Types of Mural Projects

Open mural brief

An artist/s drives the mural and has free reign to conceive the idea and design of the artwork. They could be inspired by the site's location, history, or the site can be a blank canvas to showcase the artist's practice.

Closed brief murals

An artist/s responds to a brief or theme provided by the mural commissioner. It may concern the history of the site or respond to the surroundings. The artist's style is present within the artwork, but the outcome is guided by the mural commissioner.

Community collaborative brief murals

An artist/s works with the community to produce ideas for artwork through conversation and workshops. The artist creates a concept and installs the artwork together with the community through painting sessions.

Left: Dipesh 'Peché' Prasad, *The Neon Swan*, 2022. Photo: Dion Robeson.

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Graffiti deterrent

Mural artworks are highly effective at discouraging graffiti and tagging.

By painting surfaces with specifically designed mural artworks, tagging and graffiti becomes more difficult to see, discouraging potential graffiti vandalism. The City of Fremantle works with a number of stakeholders, including the WA Police Force to reduce graffiti vandalism in our community.

To report graffiti on a public building, please complete a request using our eservices graffiti form. If you need advice on how to use the form, please call 1300 693 736.

For more information about graffiti in the City of Fremantle, please visit:

[Report an incident or graffiti | City of Fremantle](#)

For more information on the WA Police Force response to graffiti vandalism, please visit:

www.goodbyegrffiti.wa.gov.au

See the [FAQs](#) for more information.

Right: Fieldy, Sam Kerr, 2021.



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Seeking permissions

The City of Fremantle loves to see new murals throughout our public spaces.

Not all new murals require City approval, however there are some special circumstances when it is necessary to seek advice and permissions, such as when you wish to create a mural in a heritage area, or on a heritage-listed or City-owned building.

We can easily advise what steps you may need to take, so please contact City officers via planning@fremantle.wa.gov.au to discuss your proposal and to check the required application and approvals process before you begin to paint.

Why Freo loves murals

The City of Fremantle **supports** mural artworks because they:

- » Showcase the skill and expressions of our artists and creatives for everyone to enjoy
- » Play a significant role in the cultural, economic, social and artistic vitality of the city
- » Celebrate our cultural identity and stories
- » Enrich our built environment
- » Give greater meaning to our shared public spaces, and reflect community aspirations.
- » Support artists in sharing their work.
- » Add a sense of place, of meaningful artistic, cultural and creative expression and participation for everyone

The City **does not support** work that contains:

- » Unsightly imagery or negative, offensive messaging
- » Sexualised content or illegal activities, violence or threats
- » Glorification of smoking or alcohol and drug consumption
- » Business logos, advertising signage or commercial promotions in any form

If you would like to include directional signage, logo or reference text or material as part of a mural artwork, please refer to our [Advertisement Policy](#).

If you are unsure if your concept design will be approved, please contact planning@fremantle.wa.gov.au for advice before commencing.

Right: Sam Bloor, *Positive Star*, 2023.



Commissioning process

Please read through this commissioning process and use the planning section on the following page, to plan your mural project.

1. Decide on your location and seek building owner's permission
2. Decide on a life span for the mural
3. Develop your budget
4. Decide the type of mural project (Open brief, Closed Brief or a Community Collaborative Brief; see [definitions](#))
5. Research and find the artist you'd like to work with
6. Approach artists directly or make an open call out via an Expression of Interest (EOI) process (see [EOI for Artwork Commission](#)).
7. Compare artists quotes or assess artists responses to your EOI
8. Select artist, accept budget, and appoint
9. Develop a [Commissioning Agreement](#) and agree on the details of the mural project, artist/s' fees, stages of payment, the number of design amendments, sign and provide copies to all parties
10. Prepare site and surface for painting (does it need high pressure cleaning and/or an under-coat?)
11. Artist develops and provides concept/s for approval
12. Let your neighbours know – share the concept and let them know the intended lifespan of the artwork
13. Undertake artwork installation
14. Once artwork is completed, the artist provides a maintenance manual with a list of paint colours used and associated technical data sheets.

Final steps

Contact City of Fremantle Arts Officers to add your artwork to the Mural Register, and with your permission, add it to the City's Public Art Map (in development).

See **Question 8** in [FAQs](#) for details.



Planning your mural project

Finding an artist

Artists have different levels of experience, ranging from hobbyists to early career artists with some experience, or professional artists who make their living from a full-time art practice. Artists will be able to quote in response to a provided brief so you can plan your budget. Artists should have their own Public Liability Insurance, Occupational Health and Safety knowledge and working at heights certification, if using scaffolding or elevated work platforms. Artists without Public Liability Insurance can obtain this from providers including Artsource (artsource.net.au), National Association for the Visual Arts (code.visualarts.net.au), and other insurance providers.

To find an artist or particular style of mural artwork we recommend looking at online resources such as:

- » Streets of Perth: streetsofperthwa.com/map
- » Perth St Art: instagram.com/perthstart/

Artists often sign their work with their name or social media handle so when you see a mural you like, take note!

If you particularly like an artist's style, you can contact them for an initial quote based on the site and discuss general ideas about the work.

If you would like to make an open call out to find interested artists, you can share the opportunity through an Expression of Interest (EOI). You can ask City's Arts Officers to share your EOI with their networks also.

When preparing your EOI, we suggest using the template provided with this Mural Artwork Guide ([Commissioning Agreement](#)).

Considerations for the landlord/ property owner/ commissioner:

- » Is the Artist's style of work style aligned with your vision?
- » Is the Artist you are interested in experienced with murals?
- » Once you have chosen your mural brief (Open/ Closed or Community Collaborative), are you happy to commit to trusting the artist to fulfill the brief?
- » Are all stakeholders in the project willing to give the artist creative control - the ability to create and develop a concept without extra input pressure or change of minds?
- » If a business is involved, do they understand their logo or products are not to be depicted in the artwork?

Information to have on hand to provide to the Artist:

- » The type of mural brief – Open, Closed, Community Collaborative Brief
- » The type of paintable surface and its condition
- » The size of the paintable area
- » Details about how the site which may impact on the artwork installation (eg. laneway that receives deliveries during a specific time of the day)
- » The timeline for starting and finishing the project
- » If anti-graffiti coating will be applied
The main purpose of anti-graffiti coatings is to protect surfaces from graffiti vandalism and make graffiti removal easier and less damaging to the underlying material.
- » The budget for the project (not required but helpful)
- » Photos of the wall and surrounding area

Seek permission from the property owner, if there is any doubt as to whether the concept will be approved, **do not start the project!**

If the property is part of a strata, speak to the strata management company and lessee/s including residents and businesses.

Creating a Commissioning Agreement

Once an artist and property owner have agreed to work together, and before any work commences, it is highly recommended a Commissioning Agreement be created.

Your agreement will shape the way the artwork is developed, installed, maintained, removed and outline the budget. It is also best practice so that fees, roles and responsibilities are clearly defined.

The artist may also have an agreement they wish to use.

You may wish to use this [Commissioning Agreement](#) as a guide.

Right: Blake Poole, *Lizzee's Bench*, 2022.



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FAQs

1. Do I need to seek permission to paint a mural?

The City of Fremantle loves to see new murals throughout our public spaces. Not all new murals require approval, however there are some special circumstances when it is necessary to seek advice and permissions, such as when you wish to create a mural in a heritage area, or on a heritage-listed or City-owned building. We can easily advise what steps you may need to take, so please contact planning@fremantle.wa.gov.au to discuss your proposal and to check the required application and approvals process before you begin to paint.

2. How long does it take for an artist to install a mural?

The time required depends on the size of the wall, the level of detail, and the artist's process. For a large wall (around 50 square meters) with ladder access, the installation can take up to approximately one week. The artist will provide a more accurate estimate based on the specifics of your project.

3. If I provide the paint, can I ask an artist to create a mural for free exposure?

While you may ask, it's not advisable. Early career artists may agree to this, but it undervalues their work and time. Artists should be compensated for their skills, creativity, and the time they invest in developing and installing the work. For more guidance on artist fees, please contact the Arts Officers or refer to national industry payment standards via online sources such as [NAVA](http://NAVA.org.au) (National Association for Visual Arts).

4. How much should I pay an artist for a mural? Can I set a budget?

Yes, you may set a budget, and the artist can advise what they can produce within your budget, or you can ask the artist to provide a quote. Don't forget to factor in costs for wall preparation, clean up and whether you want to add an anti-graffiti coating to the artwork.

5. If I install a mural on my private property that is public-facing, will the City of Fremantle remove graffiti from it?

The City of Fremantle will only remove graffiti from a street-facing mural on private property if a graffiti waiver is signed by the owner of the property. Should you require this service, please contact 1300 MY FREO (1300 693 736) or visit fremantle.wa.gov.au/graffiti. If there is an anti-graffiti coating, the City will do its best to remove the graffiti without damaging the mural. However, if there is no coating, the City will take no responsibility for damage to the artwork and may need to 'box paint' the section of graffiti out.

You can also choose to handle the repairs or removal yourself, particularly if the artwork has reached the end of its lifespan.

Prior to any remedial works (or removal) being carried out, the owner should consult with the artist. The artist may also wish to repaint the graffitied section of their mural.

6. Can I offer a wall I own for a future City of Fremantle commissioned mural? If so, do I still need to contribute financially?

Yes, City of Fremantle welcomes property owners who are interested in hosting city-funded mural artworks. If you offer your wall, you may contact City of Fremantle Arts Officers to discuss the possibility and whether any financial contributions are required.

7. Does the City of Fremantle provide funding for murals?

No, the City does not fund privately owned mural projects. The City does however offer arts grants up to \$7,500. These grants invest in artists and creatives to develop and deliver artistic, cultural or creative activities in Walyalup / Fremantle that engage with the local community in meaningful ways. [View more information.](#)

8. How can I add my newly installed mural to the City's Mural Register, and give permission to have it added to the online Public Art Map (in development)?

If you have painted a mural artwork within the City of Fremantle and would like it added to the City's Mural Register, please send the following to arts@fremantle.wa.gov.au. By doing so, you also grant the City permission to use these artwork details in promotional material. Personal information will not be published.

Artwork Information:

- Name of Artist/s
- Contact details (email and/or phone)
- Name of other groups or contributors involved (where relevant)
- Title (leave blank if not titled)
- Year of completion
- Location (please provide description and/or GPS coordinates)
- Artist statement (to assist public interpretation of the artwork)
- Webpage / Instagram
- Please attach photo/s of the completed work (provide photographer's name if known)

Did you know?

Copyright is a form of intellectual property that protects the original expression of ideas and enables creators to manage how their content is used such as reproduction.

Moral Rights are personal to the creator and cover the right:

- » to be attributed (or credited) for their work;
- » not to have their work falsely attributed;
- » and not to have their work treated in a derogatory way.

For more information, please visit www.copyright.com.au

Further Resources

[Artsource | Arts organisation based in Fremantle](#)

artsource.net.au

[Arts Law Centre of Australia | National legal centre for the arts](#)

artslaw.com.au

Providing legal advice for arts related matters and sample agreements including a Public Art and Design Commission Agreement.

[National Association for the Visual Arts | NAVA Code of Practice](#)

code.visualarts.net.au

A Membership organisation which brings together the many voices of the contemporary arts sector to improve fundamental conditions of work and practice.

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Contact

T: 1300 MY FREO (1300 693 736)

E: planning@fremantle.wa.gov.au

W: www.fremantle.wa.gov.au

Expression of Interest (EOI) for Mural Artwork Commission

This document provides guidelines for an Expression of Interest (EOI) for a mural artwork commission. Please insert and delete information as it applies to your project. This template is NOT a legal document and is designed to provide guidance on points to include in an EOI for a Mural Artwork Commission.

Expressions of interest are sought by [insert name of Commissioner/ business or property owner] for a mural artwork commission detailed below.

Project outline

- Include a paragraph about you / your business or organisation and why you are interested in commissioning a mural. Include mural/project objectives.
- State whether you would like a community mural, artist driven mural or theme of the intended mural.
- Explain what you would like to achieve with the artwork.
- Explain who the artist will be working with (if anyone).
- State if you would like the artist to run workshops or engage with the public in any way.

Project details

- State when EOI response is due, and how you would like to receive them (eg. file requirements).
- State the budget (if one has been set) and what the budget includes (eg. artist fee, materials, equipment, anti-graffiti coating). If the budget has not been set, ask artists to provide a quote.
- State the project timeline and deadline / completion date (if there is one).

Location and Site

- Provide the location (you may wish to share this after EOI is closed), and describe the site, including access and surrounds.
- State the measurements, the surface, encourage artists to visit the site beforehand (if possible).
- State how long the artwork is intended to be installed (the recommended life span of a mural is no more than 5 years as after this point the paint may fade, and the condition of the mural will degrade).
- Clearly define responsibilities of Commissioner (such as but not limited to: preparation of surface, traffic management, anti-graffiti coating), and responsibilities of artist (such as but not limited to: attendance at meetings, documentation for design approval, all materials and equipment, insurance).

Submission Requirements

Include what you wish the applicant to submit, such as (but not limited to):

- A written description (eg. 500 words, or one A4 page) or a video (eg. 2 minutes) outlining your approach and response to the brief.
- Up to 15 images of your past work / relevant work.
- CV, biography and/or group profile or collective statement.
- Contact details

It is recommended to offer assistance should an applicant require help in applying or if they would like to discuss submitting their application in a different way.

Selection Criteria

If you have criteria that you will base the selection of artist on, include them in your EOI. It is also recommended that you indicate a percentage weighting against each criterion. Examples of criteria include:

- Artistic excellence and creative skills
- Strength in visual storytelling
- Demonstrated understanding of brief / Response to the Scope of Works
- Relevant experience

Contact Details for Questions

Provide your details so that interested artists may contact you if they have any questions.

Location images

Include images of site, surface and surrounds.

Commissioning Agreement (template)

This template provides guidelines for an agreement between a property owner, artist and (if applicable) a community group that may be commissioning a mural.

Insert and delete information as required.

Please note, this template is **NOT a legal document** and does not constitute legal advice.

It is designed to provide **guidance only** on points to include in a mural artwork Commissioning Agreement.

Mural Art Project [insert property address]

Agreement between Property Owner / Commissioner / Artist

This is an agreement between:

Property Owner Name:

Email:

Phone:

Business Owner Name:

Email:

Phone:

Strata Manager:

Email:

Phone:

Artist Name:

Email:

Phone:

**Commissioner / Community Group / Name of Member
Representing the Group:**

Email:

Phone:

Commissioning Agreement (template)

In regard to this project, you as the property owner / business owner agree to:

1. Allow to have a mural painted on the [insert wall description and address].
2. Contact the artist / community group prior to any changes being made to the site that may compromise the artwork.
3. Retain the artwork for [insert number] years. The materials chosen by the artist will be of a suitable quality to withstand external weather conditions for that period of time. If at any point prior to this time the property or business owner wishes to remove the artwork I agree to inform the artist / community group prior to removal.
4. Contact the artist if the work is damaged maliciously or accidentally but in a serious manner, to discuss the possibility of repair at the expense of the property owner / business owner or the removal of the work if there is no option for repair.

In regards to this project, the Commissioner agrees to:

1. Engage an artist to develop a concept for the artwork in response to the brief / the expression of interest.
2. Present the proposed concepts to the building owner / business owner for comment prior to application of the artwork.
3. Fund and manage the design and installation of the mural.
4. Develop a budget (can be done in consultation with artist), including artist/s fee, that is agreed to by all parties.
5. Ensure the artist/s have public liability insurance. The community group, property owner or their managing agents will not be held responsible for any accidents that happen on the site.
6. Ensure the work is carried out at a time that does not inconvenience the property owner, businesses or tenants.
7. Arrange for the preparation of the surface to a standard ready for painting.
8. Determine whether an anti-graffiti coating will be applied, understanding that this helps protect the mural in the event of graffiti and tagging.
9. Coordinate the documentation of the mural process eg. video footage, photographs etc.
10. Copyright of the artwork(s) and all drawings and designs created during the project remain the property of the artist/s. In the event of the property owner / business owner / community group wishing to reproduce the artwork(s) in such a way that income would be generated, permission must be obtained from the artist.
11. Contact the artist if the work is damaged maliciously or accidentally but in a serious manner, to discuss the possibility of repair at the expense of the property owner / community group or the removal of the work if there is no option for repair.
12. It is important to note the artworks commissioned are considered temporary in nature, acknowledging that this mural has an intended lifespan mentioned at point 3. It will be at the sole and absolute discretion of the property owner to remove (paint-out) the artwork if deemed necessary (due to degradation, vandalism or disrepair) and return the wall to a reasonable condition.

Commissioning Agreement (template)

In regards to this project, the Artist agrees:

1. The Artist will supply a concept design for approval and once the concept is approved, will install the mural artwork according to this design. Any significant changes to the design including the theme, colours, the addition of text or other any elements must be discussed prior to installation with the property owner / business owner / community group.
2. The artist will be required to have Public Liability insurance for the value of \$20 million. The property owner / business owner / community group will not be held responsible for any accidents that happen on the site.
3. The work must be carried out at agreed times. The artist is required to discuss an installation schedule with the property owner / business owner / community group and advise of any changes to the schedule.
4. Copyright of the artwork and all drawings and designs created during the project remain the property of the artist.
5. The expectation is that the artwork may have a lifespan of [insert number of years] years and the materials chosen by the artist should be of a suitable quality to withstand external weather conditions for that period of time.
6. If damage occurs to the work within the 12 months after installation and is deemed to be the result of poorly chosen or applied materials, it is the artist's responsibility to repair and restore the artwork within a reasonable time frame and at the artist's cost.
7. If the work is damaged maliciously or accidentally but in a serious manner, the property owner / business owner / community group will contact the artist to discuss the possibility of repair [state who will pay] or the removal of the work if it is beyond repair.
8. It is important to note that the artworks commissioned are considered temporary in nature and the property owner / business owner retains the right to remove the work if it is deemed that repair to the work is financially prohibitive or impossible.

Possible Payment Schedule

Stage	Payment
Signing of Agreement	20% of budget
Artwork concept approval	40% of budget
Completion of mural installation	40% of budget
Total budget	\$0

Property Owner Name

Email:

Phone:

Business Owner Name (if different from property owner)

Email:

Phone:

Strata Manager (if applicable)

Email:

Phone:

Artist Name

Email:

Phone:

Commissioner / Community Group / Name of Member Representing the Group

Email:

Phone:
