



SOUTH BEACH MURAL

Expressions of Interest
Artist briefing pack

About the City of Fremantle

Walyalup | Fremantle on Whadjuk Nyoongar Boodjar

A place celebrated for its culture and creativity — a gathering place for ceremonies, significant cultural practices and trading that dates back tens of thousands of years.

Today Fremantle enjoys a reputation as a uniquely creative community. It is a place where visitors discover a wide range of hidden treasures and can share in the laid-back atmosphere that most residents prize. There are generations of artists, cultural and creative workers who have contributed to this enviable culture. **These people are our truth-tellers, storytellers and change makers.**



Rainbow, 2016 by Marcus Canning. Photo: Cassie Gunthorpe.

Project snapshot

The Opportunity:

A hand painted mural on the southern wall of the South Beach Cafe

Request for Proposal - Concept Design Fee:

Shortlisted artist will receive \$1000 (ex gst) each.

Commissioned Artist Fee:

The commissioned artist will receive \$12,000 (ex gst) for the mural art work

The **Artist Fee** is an all-inclusive amount that covers the artist or artist team's time, consultation, project management, materials, equipment, insurance, and installation costs. It also includes any related travel, transport, and minor contingency expenses necessary to complete the work. This fee does not include GST, primer and anti-graffiti coating, or the concept design fee.

Program	Date
Expressions of Interest (EOI) Open	Monday 19 January 2026
EOI Applications Close	Friday 13 February 2026
Shortlisted Artist Notified	Friday 20 February 2026
Request for Proposal - Concept Submission	Friday 20 March 2026
Commissioned Artist Notified	Friday 27 March 2026
Final Mural Completion Date	Friday 1 May 2026



Our Voice Our Mark - Parmelia Park Mural by Olive Cheng and John Curtin College of the Arts

To submit your application please email relevant collateral to the City's Place & Projects Team at PlaceProjectsTeam@fremantle.wa.gov.au

Project overview

The City of Fremantle is inviting artists to submit an Expression of Interest (EOI) to design and deliver a site-responsive mural that celebrates connection, community, and cultural history.

The South Beach Mural Project will see the transformation of the South Beach Cafe wall into a vibrant public artwork that reflects the unique character of South Beach. Early career artists, artists living with a disability and/or teams to provide mentorship opportunity, are encouraged to apply. This is in line with the City's commitment to fostering inclusivity, mentoring, and broader access to creative opportunities in the public art space.

Background: South Beach is one of Fremantle's most treasured coastal destinations, located just 2.6km from the city centre. Renowned for its calm, family-friendly waters, picnic areas, full-size basketball court, playground, and lively café, it attracts a diverse mix of locals and tourists. Seasonal events, community markets, and casual gatherings contribute to the area's laid-back, social vibe.



Newly completed South Beach Changerooms, Image Credit City of Fremantle



South Beach, Image Credit City of Fremantle

Why are we doing this?

Public art plays a vital role in shaping the public realm, enriching our shared spaces and strengthening our sense of place, identity, and community connection.

The City of Fremantle is commissioning the South Beach mural to celebrate and enhance one of our most cherished public spaces. South Beach is more than a beautiful coastal destination, it's a vibrant social hub where people come together to swim, play, relax, share stories, and build community.

This mural is an opportunity to visually honour the unique spirit of South Beach, its cultural richness, welcoming atmosphere, and enduring role as a gathering place, both for the Whadjuk Noongar people and for the broader community of locals and visitors today.

Through this public artwork, we aim to foster a stronger sense of place, encourage storytelling and connection, and reflect the diversity and inclusivity that defines South Beach. The project also supports creative collaboration, offering opportunities for artists at different stages of their careers to contribute meaningfully to our city's cultural landscape.



Mural by Kyle Hughes-Odgers (2020) at AH Bracks Library & Recreation Centre, Melville

Objectives:

Storytelling

Celebrate the social vibrancy and cultural richness of South Beach by capturing moments of connection, community life, and the area's enduring role as a place to gather and share experiences.

Sense of Place

Capture the unique social energy and laid-back coastal vibe of South Beach, reinforcing the site as a welcoming and meaningful gathering place.

Spark Curiosity

Create an engaging artwork that invites people to explore, reflect, and connect through detail, symbolism, and visual storytelling.

Promote Inclusivity

Encourage diversity and collaboration by inviting early-career artists, artists living with a disability, and/or artist teams that foster inclusive creative partnerships to apply.

Place principles

Artists are invited to ground their mural concept in one or more of the following place principles, which reflect the unique identity, history, and social fabric of South Beach.

Connection to Country

To honour the enduring cultural significance of the area as a traditional camping and meeting place for the Whadjuk Nyoongar people, artists selecting this Place principle must either identify as Whadjuk Nyoongar or form a team with an individual/group who holds the appropriate cultural authority to advise, or have obtained appropriate cultural approvals. This requirement respectfully honours the Traditional Owners of this land and recognises the continuing importance of this place.

Embedded in Land and Sea

South Beach is shaped by its coastal landscape and natural elements, its calm waters, ocean breeze, shaded parklands, and stunning sunsets. This principle invites artists to explore the deep sensory and emotional connection people have with this place through nature.

South Beach Social

The social life of South Beach is what makes it truly special, a place where people come to connect, celebrate, and relax together. This principle encourages artists to reflect the vibrant energy of shared experiences, community gatherings, and informal interactions that bring the beach to life.



City of Fremantle, South Fremantle Place Plan

South Beach is characterised by its understated charm and relaxed atmosphere. It offers a retreat from the pace of urban life, where visitors can enjoy the natural surroundings, swim in calm coastal waters, walk through well-maintained parklands, and engage in informal interactions with others who value the area's unique sense of place.

Technique & format

Technique

The mural will be a painted artwork applied directly to the exterior wall of the South Beach Café. Artists must use high-quality, durable materials and techniques suitable for outdoor, coastal environments to ensure longevity and visual impact.

The City of Fremantle will prepare and prime the wall surface prior to installation, ensuring it is clean, sealed, and ready for painting. Artists will be responsible for supplying their own paints, materials, tools required for the artwork.

Format

- › Dimensions: 6.65m (width) x 2.85m (height)
Additional Nib Walls: 2 walls, each 0.75m (width) x 2.85m (height)
Total Surface Area: 23.28 square metres

Installation

Artists are responsible for the full installation of the mural, including all painting, materials, tools, and equipment. The work will be carried out on-site in a high-traffic, coastal environment, so artists must ensure safe, professional, and weather-appropriate practices. Any necessary access or safety equipment (e.g., ladders or scaffolding) must be provided and managed by the artist, following City of Fremantle safety guideline.

Protective Coating

Upon completion of the mural, the City of Fremantle will apply a clear, vandal-resistant protective coating to preserve the artwork and ensure its durability in a coastal, high-traffic environment. Artists are not required to include this in their budget or scope of works.



The Wall, South Beach Cafe

Moral Rights

Australian Copyright Law requires all original Public Art to be attributed to the Artist. The City will install an attribution plaque in close proximity to the artwork, which will include (but may not be limited to) artist or art group name, title and date of work, and artist statement to assist in the interpretation of the artwork. The City advises that the artist must be acknowledged when images of their work are published.

Is it you we're looking for?

All applicants must demonstrate an understanding of, or a meaningful connection to, South Beach, its cultural, social, and/or environmental significance—as part of their proposal.

Who can apply?



An individual artist: individual artists working independently, offering a unique opportunity for solo practitioners to showcase their artistic vision and skills through a prominent public artwork.



Artists living with a disability are encouraged to apply. Artist led collaborations with early-career artists are also encouraged. We welcome collaborative submissions that support mentorship, inclusive creative practice, and professional development in the public art space.



Community based and artist-led: We welcome proposals for artworks created through community collaboration. In these projects, the mural is developed with active community input or storytelling, led by a professional artist or team to ensure artistic quality and relevance.

Workplace Safety & Insurance Requirements:

The selected artist (or lead artist, in the case of a team) will be required to demonstrate a commitment to workplace safety and risk management during the mural installation phase. This includes:

- ▶ Hold current Public Liability Insurance (minimum \$20 million)
- ▶ Be able to prepare and submit a Safe Work Method Statement (SWMS) prior to commencing work on site. (Artist may seek assistance from COF if required).
- ▶ Be able to ensure that all work is carried out in accordance with relevant occupational health and safety regulations, including the safe use of ladders, scaffolding, and any hazardous materials.
- ▶ Be able to ensure the safety of both the artist(s) and the general public throughout the installation period.



Mural by Andrew Frazer, City of Busselton

How can I apply?

Step 1: Apply

- › Submit your application by **4pm, Friday 13 February**. Applications must include all required materials outlined in the Submission Requirements.

Step 2: Shortlist

- › A panel will review all submissions and shortlist up to three (3) artists or teams. Shortlisted applicants will be invited to submit a proposal in the form of a concept design (not the final artwork) and will each be paid \$1000 for this stage. Request for proposal - Concept designs are Due **4pm, Friday 20 March**.

Step 3: Commission

- › Following review of the concept proposals, one artist or team will be commissioned to deliver the final mural artwork. The commissioned artist will receive \$12,000 (ex gst).

Submission Requirements:

- › Completed Response Form
- › A written description (no more than 1 A4 page) or a short video (no more than two minutes) outlining your approach and response to the brief including your understanding of, or your connection to, South Beach, its cultural, social and/or environmental significance.
- › If your proposal involves community and/or collaboration, please describe who you will be working with and how that collaboration will be managed.
- › Up to 10 images of your past work.
- › A current CV for all team members, artist biography, group profile, or collective statement, depending on your application type.

Selection Criteria:

The short-listed selection of the artist will be based on the following criteria:

Criteria	Description	Weighting
Demonstrated understanding	The artist demonstrates a thoughtful and meaningful understanding of South Beach, its cultural, social, and/or environmental significance. Proposals should clearly respond to one of the identified place principles and reflect the unique character of the site.	30%
Artistic and Creative Skills	Demonstrates a high level of artistic excellence and creativity through a portfolio of selected work. Possesses strong communication skills, with the ability to effectively develop and convey ideas through visual storytelling.	40%
Relevant Experience	The lead artist has relevant experience delivering public artworks or projects of similar scale. The proposal demonstrates the artist's capacity to manage the practical and logistical aspects of mural installation, including materials, timelines, and site safety.	20%
Inclusive Approach	The artist or artist team demonstrates an approach that is inclusive, encourages mentorship and/or engagement with the community.	10%

If you have any **questions** about this opportunity, or would like to **submit your application in a different way**, please contact the City on 1300 693 736.

To submit your application please email relevant collateral to the City's Place & Projects Team at **PlaceProjectsTeam@fremantle.wa.gov.au**

Evaluation guidelines

Evaluation Process

This is an Expression of Interest (EOI).

The EOI is the first stage of a two-stage process. Following the close of the EOI, the City may proceed to the calling of a restricted Request for Proposal (RFP).

The issuing of an EOI does not commit the City to proceeding with an RFP.

Eligibility to participate in the RFP will be restricted to providers who comply with the provisions of this EOI and who are accepted by the CEO of the City to be placed on a pre-qualified shortlist.

The submission of an EOI does not commit the City to include any organisation on the shortlist in the event that the project proceeds.

Your Submission will be evaluated using information provided in your EOI and on your response to the Selection Criteria.

The following Evaluation Methodology will be used in respect of this Expression of Interest:

- Submissions are checked for completeness and compliance. Submission that do not contain all information requested may be excluded from evaluation;
- Submission are assessed against the Selection Criteria;
- The most suitable Artist/applicants may be shortlisted and may also be required to clarify the Submission and/or make a presentation.

Selection Criteria

In determining the most advantageous Submission, the Evaluation Panel will score each Artist/applicant against the Selection Criteria as detailed within the 'How can I apply' section of this document. Each criterion will be weighted to indicate the relative degree of importance that the City places on the technical aspects of the services being provided.

Note: It is essential that Artist/applicants address each Selection Criteria.

Information that you provide addressing each selection criterion will be point scored by the Evaluation Panel.

Failure to provide the specified information may result in elimination from the

evaluation process or a low score.

A scoring system will be used for the assessment of the Selection Criteria. A Artist/applicant demonstrating greater satisfaction of each of these criteria will result in a greater score. The consensus score of each Artist/applicant will be used as the final assessment of the Selection Criteria.

Lodgement of Submissions and Delivery Method

Submissions are to be lodged electronically by emailing:

PlaceProjectTeam@fremantle.wa.gov.au

Should you have any issues with this method please contact the city to seek an alternative method.

The deadline for this Expression of Interest is: **4pm Friday 13 February 2026**

Rejection of Submissions

A Submission will be rejected without consideration of its merits in the event that:

- It is not submitted before the Deadline; or
- Where the electronic submission of a response has commenced prior to the Deadline and is not completed successfully by the Deadline, the response will not be accepted and will be deemed to be a Late Submission; or
- Responses submitted with electronic files that cannot be read or decrypted; or
- Submissions which the Principal believes to potentially contain any virus, malicious code or anything else that might compromise the integrity or security of the Principal's computing environment; or
- Responses fail to comply with any other requirements of the Request. No web links or hyperlinks will be considered as part of any submission.

Late Submissions

Submission received:

- after the Deadline; or
- in a place other than that stipulated in this Expression of Interest; will not be accepted for evaluation.

Alterations

The Artist/applicant shall not alter or add to the Expression of Interest documents unless required by these General Conditions of Responding.

The City will issue an addendum to all registered Artist/applicants where matters of significance make it necessary to amend the issued Expression of Interest documents before the Deadline.

Ownership of Submissions

All documents, materials, articles and information submitted by the Artist/applicant as part of or in support of a Submission shall become upon submission the absolute property of the City and will not be returned to the Artist/applicant at the conclusion of the Submission Process PROVIDED that the Artist/applicant shall be entitled to retain copyright and other intellectual property rights therein, unless otherwise provided by the Contract.

Submission Validity Period

All Submissions will remain valid and open for acceptance for a minimum period of ninety (90) days from the Deadline or for forty five (45) days from the City's resolution for determining the Submission, whichever is the later unless extended on mutual agreement between the City and the Artist/applicant in writing.

Acceptance of Submissions

The City is not bound to accept and may reject any or all Submissions submitted. The acceptance of a Submission does not oblige the City to proceed to issuing a Public Tender or Request for Proposal (RFP).

Disclosure of Contract Information and Documents

Documents and other information relevant to the contract may be disclosed when required by law under the Freedom of Information Act 1992 or under a Court Order.

Canvassing of Officials

If the Artist/applicant, whether personally or by an agent, directly or indirectly canvasses, approaches, contacts, or seeks to influence any of the City's Commissioners, Councillors, officers, employees, or representatives in connection with, or with a view to influencing, the consideration or acceptance of any Application made by it or by any other Artist/applicant, then, regardless of whether such canvassing has any actual influence on the acceptance of an application, the City may, at its absolute discretion, omit the Artist/applicant's application from consideration.

For the avoidance of doubt, canvassing of any officer of the City is strictly prohibited. Canvassing includes, but is not limited to, the offering, giving, or promising of any gift, benefit, hospitality, inducement, or advantage of any kind, whether monetary or otherwise.



Contact

T: 1300 MY FREO (1300 693 736)
E: PlaceProjectsTeam@fremantle.wa.gov.au
W: fremantle.wa.gov.au

Good luck!