

POST OFFICE LANE
LIGHTBOX
GALLERY

ARTIST BRIEF – EXPRESSION OF INTEREST



Post Office Lane Lightbox Gallery Exhibition by local artist, Sara Walker.

BACKGROUND

The City of Greater Geraldton ('The City') is seeking Expressions of Interest (EOI) for the 2025/26 Post Office Lane Lightbox Gallery. There will be four (4) EOIs selected to commission Midwest Artist(s) to showcase their work.

This opportunity is open to Midwest Artists of all ages and experience levels, as well as community groups or curators of group exhibitions. Applications must be submitted through the online application form by the closing date provided – see section 7. DUE DATES.

Successful applicants will be paid an Artist Fee of \$1,200 excluding GST. This should cover all costs related to the development and presentation of the work including the Artist Fee for all Artists involved, materials and costs associated with digitising the artwork ready for print.

The City will organise and pay for printing of the digital artworks on non-adhesive transparency film for lightboxes. The City will provide marketing support by way of advertising on CGG/GRAG website, newsletters and social media.

This EOI is open from Wednesday 22 January 2025 to Wednesday 2 April 2025.
Applicants will be notified of the outcome by Wednesday 7 May 2025.

The following information is important in developing the expression of interest for review.

1. SITE CONTEXT

As part of the Rocks Laneway Redevelopment Project revealed to the public in September 2019, the City is excited to present the Post Office Lane Lightbox Gallery. Post Office Lane provides an important connection between the Geraldton Regional Art Gallery, the Town Square and the Rocks Building. Eight A1 lightboxes are mounted on the wall in the laneway to create an accessible public exhibition space for all to enjoy.

2. EXHIBITION DETAILS

There are four (4) exhibition slots available for the 2025/26 financial year, outlined below.

Exhibition Slot	Exhibition Dates
2025/26 – Exhibition 1	August - October 2025
2025/26 – Exhibition 2	November 2025 - January 2026
2025/26 – Exhibition 3	February – April 2026
2025/26 – Exhibition 4	May - July 2026

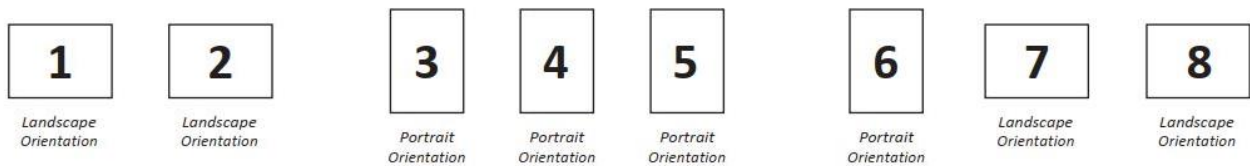
Please confirm on the online application form which exhibition slot you are applying for. Artists can select as many slots as they like for consideration. Please note your exhibition slot preference is not final. If your application is successful, the City's Public Art Team will notify you of the outcome and allocated exhibition date by the provided date in section 7. DUE DATES.

3. DESIGN AND OTHER CONSIDERATIONS

- Your artwork must be supplied ready for print in high resolution digital format (PDF): All of the files need to be set on 594mm X 841mm.
- Proposed artworks must be original creative works.
- Given the artwork's location within a public open space, the artwork should be appropriate for audiences of all ages. This includes artworks that are not deliberately provocative or offensive and the artwork contains no overt sexual content.
- Preference will be given to Artists residing in the Midwest Region.

- The City's Community and Public Arts Officers will install the works. The artwork will be removed when the next exhibition is installed, and the Artist may keep the prints.
- Proposals are to address all eight lightboxes with four (4) being portrait and four (4) being landscape.
- Please note that images will be cropped if they don't fulfill the size specified.
- The City reserves the right to not proceed to commission work from this Expression of Interest.

EXHIBITION PLAN:



Please note:

- Successful applicants will be required to supply their final exhibition images numbered in order of installation. If artwork images are not labelled according to installation order, you grant the City permission to install your artwork in random order.
- We recommend dedicating one (1) lightbox to Artist information, an opportunity to direct the community on where to find out more about you and how to purchase artworks.
- The timing of the exhibitions will be determined by the Geraldton Regional Art Gallery Team.

4. SELECTION PROCESS

Stage 1 – EOI Open Call

- Artist submissions of EOI.

Stage 2 – Selection and commission

- The EOI's from Stage 1 will be presented to a panel of up to three (3) representatives from the Geraldton Regional Art Advisory Committee (GRAAC) for review and selection.
- The selection will be subject to final approval by the GRAAC.
- An Artist's Agreement will be issued to the successful Artist(s).

5. FEES

Stage 1 – EOI Open Call

- No fee is associated with EOI submissions.

Stage 2 – Selection and Commission

- The commission is \$1,200 (exc. GST)



The Artist Agreement shall contain requirements for ensuring the artwork is fit for purpose in a public open space and shall not expose the public to undue risk.

Prior to payment, the selected artist will also be required to provide a Tax Invoice to the City of Greater Geraldton stating the Artist's ABN or providing a signed Australian Tax Office Statement by Supplier form, no later than 14 days after receipt of the signed Artist Agreement.

6. SELECTION CRITERIA

Proposals should respond to the space in a contemporary manner. Applications will be assessed based on the below criteria.

Stage 1 – EOI Open Call

Selection Criteria	Submission Requirement	Evaluation Weighting
Respondent Details	Artist/s name, contact details	N/A
Response to the brief	Provide a brief description of your proposed exhibition supported by conceptually resolved visual mock up.	30%
Artistic excellence and Originality	Demonstrated ability to execute artworks that exhibit artistic quality, are original, have visual impact and presented to a professional standard.	70%

7. DUE DATES

Stage 1 – EOI Open Call

- The Expression of Interest should be submitted through the online application form by Close of Business (COB), **Wednesday 2 April 2025**.

Stage 2 – Selection and Commission

- The selected Artist(s) will be notified on the outcome of their application by email by **Wednesday 7 May 2025**
- The commission of works and exhibition dates will be discussed with the successful Artist(s) once they have been notified.

8. COPYRIGHT AND INSURANCE

The City reserves the right to document, or otherwise use any artwork submitted for Lightbox Gallery for purposes associated with Lightbox Gallery, without charge. The City will acknowledge the Artist as the author of the Artwork and recognise the Moral Rights of the Artist in accordance with the Copyright Act 1968.

The Artist agrees that the copyright in all artworks created in the course of the contract remain the property of the Artist. The Artist shall give the City a non-exclusive Licence to reproduce the images for related non-commercial purposes including publicity and promotion of the event/project, education and record keeping.

The City takes no responsibility for damage or loss of any kind to artworks, including vandalism and theft.

9. FURTHER INFORMATION

Questions about this brief can be directed to: Marnie Facchini, Community and Public Arts Officer.
Email: marnief@cgg.wa.gov.au Ph: (08) 9956 6968

10. STANDARD AGREEMENT TERMS

- a) The Agreement constitutes the entire understanding of the parties and replaces all previous agreements or understandings associated with the Art Agreement.
- b) The Artist in signing this agreement accepts their involvement in the program, project or event is limited solely to the terms defined in this agreement.
- c) In the event that an Artist espouses or makes public comment that is counter to the community program, project or events inclusive values, the City reserves the right to terminate the agreement, withdraw naming or recognition rights for the initiative.
- d) The terms of this Agreement cannot be modified other than by further agreement in writing signed by both parties.
- e) This Agreement may be terminated by the mutual written consent of both parties. Additionally, this Agreement may be terminated at any time by the City if, in its view, any in-kind activities or content of the program are considered objectionable, politically motivated or related to commercial advertising or outcomes.
- f) Should any dispute arise concerning any matter referred to in this Agreement or arising out of it, a resolution shall be sought by discussion between the Artist and the City Representative. If agreement is not reached, the dispute shall be referred to two arbitrators, one appointed by each party. If the arbitrators are unable to agree, the dispute will then be referred to an umpire selected by the arbitrators. No further action or suit will be brought by either party until the award has first been made by the arbitrator or the arbitrators' umpire.
- g) Should it be applicable, the Artist must assess their legal obligations in connection to any responsibilities under the GST Act, the City accepts no responsibility for partner's actions in respect to GST compliance arising from this Partnership.
- h) The Artist is responsible for their own compliance with Work Health & Safety legislation. The Artist shall when on City sites or in relation to the Agreement follow City directions relating to Work Health & Safety.
- i) The Artist acknowledges and agrees to compliance with the City's Code of Business Ethics in relation to this Initiative.
- j) In the event the Artist has any involvement with children or youth related activities associate with the Agreement; the Artist shall ensure compliance with Council Policy 4.17 Child Safety & Welfare.
- k) In the event that confidential City data forms part of the contract, the Author shall ensure compliance with the City's Third Party Data Security Standard. This standard is accessible from the City website – Supplier Information » City of Greater Geraldton (cgg.wa.gov.au)