

ARTIST BRIEF

Glenelg 2026 Mural Project

1. Introduction

The City of Holdfast Bay invites artists and arts teams, to submit an Expression of Interest (EOI) for the design and installation of a mural artwork on Jetty Street, Glenelg.

This public art commission offers an opportunity for artists to create a contemporary artwork that contributes to the precinct and reflects the energy and character of Jetty Road, Glenelg.

Key Details:

- Location: Jetty Street, on the corner of Jetty Road, Glenelg
- Installation Timing: September / October 2026
- Artwork Type: Mural artwork
- Eligibility: Open to visual artists / arts teams
- Budget: \$10,000 for mural installation + \$1,000 for Concept Design Development
- EOI Applications Close: 5PM, Monday 15 June 2026

2. Background

- The City of Holdfast Bay is located in metropolitan Adelaide, approximately 11 Kilometres south west of the Adelaide CBD. The City identifies strongly with the coast and includes over 8 kilometres of Adelaide's premier seaside, with no part more than 2 kilometres from the coast.
- Jetty Road, Glenelg is an iconic shopping and tourism destination, renowned for its mix of restaurants, cafés, pubs, boutiques, specialty stores and accommodation. Throughout the year, Glenelg hosts a variety of events and attractions, which makes the precinct a vibrant and exciting place for visitors and locals.
- The Transforming Jetty Road Glenelg project is now nearing completion, marking the final stages of a significant upgrade to the coastal precinct. The upgrade has improved pedestrian access, upgraded infrastructure, and refreshed the public realm. Creating a vibrant and contemporary destination that supports local businesses, community and visitor activity while celebrating Glenelg's unique seaside character.

3. Artwork Site and Aims

- The proposed site for the mural installation is an external wall located at 89 Jetty Road, facing Jetty Street, that measures approximately 22 metres wide by 4 metres high. The property is privately owned, and council has obtained approval from the owners to manage and facilitate a new mural installation.
- The site currently features a mural by the Toy Soldiers collective, completed in 2010. While the artwork has made a positive contribution to the area, it is now considered dated in the context of the recent Transforming Jetty Road precinct upgrade, presenting an opportunity to commission a new contemporary mural.
- Jetty Street is a one-way road running south of Jetty Road, with no formal footpath. As a result, the mural will primarily be experienced by motorists and pedestrians as they walk along Jetty Road rather than up close. Careful consideration should be given to how the artwork will be viewed in motion and from varying angles. The design should not rely on close-up detail or encourage interaction at close range.



Artists are encouraged to exercise creative freedom in developing a concept that is bold, conceptually engaging, and reflective of the energy and vibrancy of Glenelg.

The Artwork should be:

- of high quality and strong artistic integrity
- create a sense of place and enhance the space
- be visually appropriate and of a scale relevant to the site
- add colour, vibrancy, and an enjoyable experience for viewers
- increase the enjoyment of public art for the community and visitors

4. Practical and Operational Considerations

- The artist must exercise a duty of care in the concept design and consider the management of risk and public safety. The mural should be installed using durable high quality UV resistant paints designed to have a life span of at least 5 years and require minimal maintenance.
- The City of Holdfast Bay will prepare the wall prior to installation, including surface preparation, and application of an undercoat. This work will be scheduled in coordination with the selected artist to minimise the potential for vandalism before installation begins.
- Council will also arrange and fund all required traffic management and any necessary hoarding permits for the installation of the mural.
- Ongoing maintenance must be carefully considered in both the design and material selection. The design should aim to minimise potential vandalism and comply with all relevant safety standards.

4. Practical and Operational Considerations (cont.)

- Upon completion, the mural will become an arts asset of the City of Holdfast Bay and will be recorded on Council's Arts Register. Responsibility for ongoing maintenance will rest with Council; however, the artist may be invited to undertake touch-ups at an agreed hourly rate where appropriate.
- Copyright of the mural design will remain at all times with the artist or artist team. Council reserves the right to photograph the mural and use these images without limitation for promotional, media, and publication purposes.
- Council reserves the right to cancel, postpone or reschedule the project should there be a reasonable cause to do so.

5. Budget

5.1 Concept Design Development Budget

Following the Expression of Interest EOI stage 1, up to three shortlisted artists / art teams will be engaged to develop their concept design proposal.

Each shortlisted artist will be contractually engaged and paid \$1000 (excl GST) to cover;

- site briefing attendance
- preparation and delivery of their concept design

5.2 Final Commission Budget

A total budget of \$10,000 (excl GST) has been allocated for the installation of the mural.

The budget should include but is not limited to:

- artwork installation
- materials, equipment hire, and transport
- completion of all required Risk Management documentation
- artist fees, travel, etc.
- Public Liability Insurance of \$20,000,000

Payment will be made in two instalments. The initial payment will be paid prior to the commencement of the installation, and the final payment will be made at the completion of the project.

6. Commissioning Process

6.1 Stage 1: Expressions of Interest (EOI)

Expressions of Interest (EOIs) are to be submitted to **mail@holdfast.sa.gov.au** no later than **5PM, Monday 15 June 2026**

EOI submissions must include:

- artist statement and written response, confirming availability to comply with the proposed time schedule including a site briefing (max 2 page)
- CV demonstrating relevant experience (maximum four (4) pages)
- no more than eight (8) digital images or links to recent murals or visual artworks
- public Liability Insurance details
- names and contact details of two referees

All EOI's submitted will be assessed by the Arts Advisory Group against the following selection criteria.

- artistic merit as evidenced in the visual support material provided
- application submitted on time with all required documentation
- previous relevant experience or potential to create a mural of a similar scale
- confirmed availability to work within the given timelines and budget

6.2 Stage 2: Concept Design Development

The shortlisted artists / arts teams will be required to attend an on-site briefing at Jetty Street at a mutually agreed upon time between Wednesday 24 June -Wednesday 1 July 2026.

Artists will be required to prepare and submit their Concept Design proposals to **mail@holdfast.sa.gov.au** by **5PM, Wednesday 22 July 2026**.

The Concept Design proposal must include:

- concept drawings, paintings or renders of the mural design
- a short-written response to the brief and the artists concept
- project timeline that covers the artists proposed installation dates (between mid-September - October 2026)
- a proposed budget including all costs associated with the design, including artist's fees, materials, equipment and associated expenditures
- references to required materials and equipment;

All Concept Designs submitted will be assessed by the Arts Advisory Group against the artwork aims and the following selection criteria.

- artistic merit of the proposed concept and its aesthetic response to the brief
- the proposed budget and required timeline
- demonstrated consideration of how people will view and interact with the artwork

7. Project Timeline

Action	Date
Stage 1: Expression of Interest	
Request for Expression of Interest (EOI) 3 Weeks	Monday 25 May - Monday 15 June 2026
EOI Close	5PM, Monday 15 June 2026
EOI AAG Evaluation and Selection	Wednesday 17 – Friday 19 June 2026
Artists notified	By Monday 22 June 2026
Stage 2: Concept Design Development	
Concept Design Development 12 weeks	Wednesday 24 June – Wednesday 22 July
Concept Design Development Close	5PM, Wednesday 22 July 2026
Commissioning Agreement Signed	By Wednesday 1 July 2026
Design AAG Evaluation and Selection	By Friday 31 July 2026
Artists notified	By Friday 31 July 2026
Stage 3: Mural Installation	
Commissioning Agreement Signed	By Friday 14 August 2026
Mural Installation	Within a mutually agreed upon two-week period between Wednesday, 16 September and Friday, 30 October 2026.

For more information please contact:

Jenni Reynolds

Arts & Culture Coordinator

jreynolds@holdfast.sa.gov.au

0407 605 616

