



Perfect Match Street Art Program

Guidelines for Artists

Introduction

The Inner West hosts an outstanding collection of street art, and the Perfect Match Street Art Program brings artists, residents, businesses, and property owners together to foster innovative and contemporary creative expression and fantastic art in public spaces.

Perfect Match is part of Council's multifaceted approach to the prevention and management of unwanted graffiti. Council recognises that unwanted tagging and graffiti can be an issue effecting residents, businesses, the environment and community well-being.

Through the Perfect Match Street Art Program, funding is available for residents, community organisations or business owners to have a street artwork painted on a wall that has been subject to recurrent unwanted graffiti or tagging. Artists can apply to be commissioned by Inner West Council to collaborate with property owners to develop concepts and create site-specific works on walls across the Inner West.

Aims

The aims of Perfect Match are to:

- reduce illegal graffiti and tagging on walls by removing blank canvases;
- support and provide opportunities for artists;
- grow the Inner West's collection of innovative contemporary street art;
- enhance public places and environments through producing site-specific contemporary artworks with meaningful placemaking outcomes;
- use innovative art to highlight and reflect the Inner West's unique places, history, stories and character;
- build relationships between artists and local residents and/ or businesses, property owners and community partner organisations;
- enable residents, businesses and surrounding communities to be involved in the selection and development of artworks at selected properties;
- provide opportunities for artists to contribute to the creative economy; and
- attract existing and new audiences to the Inner West through a program to celebrate the area's unique places, creativity, arts and vibrant culture.

EDGE Inner West

Perfect Match street art commissions are produced in alignment with EDGE, Council's multifaceted precinct-based arts programs. EDGE shines a spotlight on local creatives and their vital contributions to local streetscapes, community wellbeing, lifestyle and economies. Visit: innerwest.nsw.gov.au/edge

Artist Eligibility

To apply to paint a street artwork on a selected property wall as part of Perfect Match Street Art 2023-24, you must be:

- a practicing artist with demonstrated experience creating painted murals or large scale street artworks;

- willing to work collaboratively with local residents, community and Council to develop the artwork concept, methodology and installation schedule;
- have public liability insurance; and
- If required, you will need a working with heights ticket or associated licences or permits, such as a Yellow Card.

Project Delivery

If your application is successful, funds will be given directly to you, the selected artist, to cover all artist fees, time, materials and costs required to deliver the artwork.

If funded to deliver the artwork, you will be responsible for:

- relevant insurances, licences or permits;
- cost of items required to deliver the artwork, including but not limited to artist fees, insurances, travel and transport, installation equipment, paint, etc;
- meetings as required and working with Council staff, the resident and owner of the wall to develop the artwork concept and installation schedule;
- working with Council's Living Arts team and the artist to ensure the artwork is not offensive and appropriate for the site;
- delivery of an installation schedule and risk assessment prior to commencement of the work;
- delivery of the artwork as mutually agreed with Council and the property owner;
- participation in media calls and interviews, street art tours and associated Perfect Match Street Art programs communications and public programs; and
- delivery of an artwork maintenance schedule (refer below).

Application Process & Timeline

In order to apply, you will need to complete an online form and provide Council with the following:

- Demonstration of your experience delivering artworks, especially larger scale public artworks such as murals or street artworks.
- Your CV.
- A brief description of why you would like to participate in this project.
- Good quality .jpgs (no PDF's) of relevant artworks demonstrating the style you propose for Perfect Match.
- If you have a specific property in mind and please provide the contact details and written confirmation of the property owner's agreement to participate in the project. The property owner is also encouraged to apply through the Perfect Match Street Art Property Owner Application. Refer below to factors considered by the Public Art Selection Panel when determining selected sites.

Step	Task	Key Dates
1	Artists and property owners complete online application at: innerwest.smartygrants.com.au/PerfectMatch2023-2024_ArtistApplication	Submissions close: 1 September 2023
2	Council convenes Public Art Selection Panel to shortlist properties and artists from submissions entered.	4-29 September 2023
3	Artists advised of application outcomes.	4 October 2023
4	Shortlisted artists work with residents / businesses / property owners and Council to create artwork concept and installation schedule.	4 October 2023 – 30 June 2024
5	Artists install artworks as part of the Perfect Match Street Art program.	4 October 2023 – 30 June 2024
6	Free Perfect Match Street Art celebrations, tours, pop up activations and events presented as part of the Council's Living Arts program.	4 October 2023 – 30 June 2024

Selection of Artwork Installation Sites

In relation to the selection of artwork sites, please note:

- The proposed site must be located within the Inner West Council Local Government Area.
- Property owner and artist applications are competitive. Council receives far more applications than can be funded.
- To determine selected artwork sites, a variety of factors are considered, including:
 - Location and profile of the wall, overall visibility and benefit to the community, passers-by and visitors to the area;
 - The degree of recurring unwanted graffiti at the site and how the Perfect Match Public Art program will support graffiti prevention initiatives;
 - Context of the streetscape and surrounding communities;
 - Heritage zoning and precinct identity considerations; and
 - In some circumstances a Development Application may be required to address zoning issues.

Maintenance & Graffiti Proofing

The project covers a one-off fee for Inner West Council to commission the artist to paint the street artwork. Council and the artist are not responsible for long term maintenance of the artwork. It is anticipated that the owner of the property will not paint over it for as long as the mural is in reasonable condition. As part of the Perfect Match Contract and project deliverables, the artist will be required to provide a brief maintenance schedule. This will include details of paints and colours used and recommendations for maintenance of the art.

Council will encourage the property owner to cover the cost to apply an anti-graffiti proof coating immediately following completion of the artwork.

Alternatively, depending on sites, Council may offer the property owner to cover the cost to apply an anti-graffiti proof coating immediately following completion of the artwork, which will help to protect the artwork from permanent graffiti and tagging damage.

Once the anti-graffiti coating is applied to the artwork, tags and graffiti will be able to be removed more easily by the property owner with a rag and a product called 'mock off' available at selected hardware shops.

Submit Your Application

Apply online at innerwest.smartygrants.com.au/PerfectMatch2023-2024_ArtistApplication

If you have any further questions, please contact Kasane Low, Arts Programs Officer, Living Arts at kasane.low@innerwest.nsw.gov.au or phone 9392 5967.