



Perfect Match Street Art – Guidelines for Artists

Introduction

The Inner West hosts an outstanding collection of street art, over 170 Street artworks have been completed through the program to date. 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 and community well-being. The Perfect Match Street Art Program brings artists, residents, businesses, and property owners together to create innovative contemporary art in public spaces.

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

Aims

The aims of the Perfect Match Street Art program are to:

- Enhance public places by producing site-specific contemporary artworks with meaningful placemaking outcomes highlighting unique places, history, stories and communities
- Reduce illegal graffiti on walls by removing blank 'canvas' walls
- Provide opportunities for artists and contribute to the creative economy
- Build relationships between artists and local residents, businesses and surrounding communities in the development of public art
- Grow the Inner West's collection of contemporary street art
- Attract existing and new audiences to the Inner West

Applications and Budget

Funding of \$5,000 - \$20,000 per project is available to support the production of contemporary street artworks in public places that tackle unwanted graffiti and benefit the Inner West community.

Applicants can apply as an Early Career, Mid-Career or Established artist.



If you are successful, your artist fee will be negotiated with Council at the signing of contract phase. The fee will be based on artist experience (Early Career, Mid-Career or Established artist) and take into consideration the size of the wall, cost of materials, as well as any other components of the project which may include community consultations, or workshops.

See below a guideline to the definitions of Early, Mid and Established artist or street artist.

Early-Career Artist	Mid-Career Artist	Established Artist
<ul style="list-style-type: none"> • Considers yourself within your first 4 years of your art practice and/or; • Never painted a street artwork, however have painted on canvas, and/or; • Have painted some street artworks however not painted many large-scale street artworks nor completed many commissioned street artworks, and/or; • Fit within the youth bracket (18-24yrs). 	<ul style="list-style-type: none"> • Completed 10 or more commissioned street artworks and/or; • Your art practice is an established business and/or; • You are a somewhat known artist within the art or the street art scene and/or; • Have a certain number of followers on social media and/or; • May have been mentioned in street art blogs, street art books, journals and newspaper reviews. 	<ul style="list-style-type: none"> • Completed 50 or more commissioned street artworks and/or; • Your art practice is a well-established business and/or; • You are a recognised and known artist within the art or the street art scene and/or; • Have a large following on social media and/or; • Have been published in street art blogs, street art books, journals and newspaper reviews

Artist Eligibility

To apply for the Perfect Match Street Art 2024-2025 program, you must:

- Be a practicing artist with experience creating painted street artworks/murals or have demonstrated painting ability with paintings on canvas. *Artists without street art/mural experience are invited to apply an Early Career artist.
- Be willing to work with local residents, community and Council to develop the artwork concept, realise the painting installation, and take part in the end of project community celebration – where the surrounding community are invited to meet the artist and residents and hear about the project.



- Have public liability insurance (PLI) coverage of 20million that covers working at heights
- If required, you will need a Working Safely at Heights licence and a Yellow Card licence to operate a boom-lift or a scissor-lift.

If you have a specific property in mind, you will need to provide the contact details and written letter of support from the property owner, stating agreement to participate in the project. The property owner is also required to apply through the [Perfect Match Street Art Property Application](#).

Project Delivery

If your application is successful, funds will be given directly to you, the 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 or community organisation and owner of the wall to develop the artwork concept and installation schedule.
- Working with Council's Creative Communities team to ensure the artwork is appropriate for the site and not offensive.
- Delivery of an installation schedule and completion of risk assessment form prior to commencement of the work.
- Delivery of the artwork as mutually agreed with Council and the property owner/tenant/strata/business or community organisation.
- Participation in media calls and interviews, street art tours and associated Perfect Match Street Art programs communications and public programs.
- Delivery of an artwork colour chart (list of paint colours used) for the maintenance schedule.



Assessment Criteria

To apply, you will need to complete an online smartygrants form. Your application will be assessed against the following criteria:

- Demonstration of experience delivering artworks, especially larger scale street artworks – this will be assessed by your CV, weblinks and the jpeg images you provided.
- Demonstration of your unique street art style – this will be assessed in the jpeg images you provided.
- Experience working with community, such as community workshops, consultation, as well as demonstration of any collaboration experience.
- Rationale for applying - an explanation of why you would like to participate in this project (individual, social and environmental impact).
- Whether you identify as fitting into one or more of the under-represented groups, such as Aboriginal or Torres Strait Islander, First Nations, a Woman, CALD background, POC, Refugee or Asylum Seeker, LGBTQ+, Person Living with a Disability, Youth (18-24yrs).

Timeline

Perfect Match Street Art 2024-2025 EOI opens Application: PM24-25 Artist Application	1 July 2024
Perfect Match Street Art 2024-2025 EOI closes	midnight, 31 July 2024
Assessment Panel meet to review applications against eligibility and assessment criteria	August 2024
Artists advised of application outcomes	2 September 2024
Successful artists are contacted regarding wall allocation and will work with residents / businesses / community groups and Council to create an artwork concept design and draft an installation schedule	September-November 2024
Artists install artworks (according to installation schedule date agreed to) with a community celebration event held at completion	1 October 2024 – 30 June 2025



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
- the budgeting required to deliver the artwork, for example, artist fees, insurances, travel and transport, installation equipment and paint
- attending meetings with Council staff, the resident and owner of the wall to develop the artwork concept and installation schedule and responding promptly to emails
- delivery of a risk assessment before starting work
- delivery of the artwork as mutually agreed with Council and the property owner
- agreeing to be featured on Inner West Council social media platforms and website, promoting the Perfect Match mural you paint
- delivery of an artwork maintenance schedule (see below).

Maintenance & Graffiti Proofing

The fee awarded to successful artist covers a one-off payment by 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 street artwork is in reasonable condition. As part of the Perfect Match contract and project deliverables, the artist will be required to provide a colour chart to be included as part of the maintenance schedule. The colour chart will detail the paint brands and colours used and any recommendations for maintenance of the street artwork.

Council will cover the cost to apply an anti-graffiti coating (AGC) immediately following completion of the artwork. This AGC is a clear layer that protects the artwork from any new paint, including spray paint and paint pens. If a graffiti tag appears it will be easily removed by spraying Mock Off on the graffiti and wiping it off with a rag. Muck Off can be found at hardware stores and cost around \$36.



Please follow the safety instruction on the Mock Off bottle and wear old workwear clothes, thick rubber gloves and safety glasses – the product is strong and if there is wind it can blow into unprotected eyes. Council recommends doing a test patch before applying to the whole wall.

Submit Your Application

Apply online at [PM24-25 Artist Application](#)

If you have any questions, please contact Creative Communities – Creative Programs Officer **Kasane Low** on (02) 9392 5967 or email kasane.low@innerwest.nsw.gov.au