



## Perfect Match Street Art 2024 – 2025

### Guidelines for Property Applicants – Residents (Tenants and Owners), Businesses and Community Organisations

#### 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 (tenants and owners), 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 applicants 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

#### Funds

Council's Perfect Match Street Art funding will be paid directly to the selected artist for materials and artist fees.

If you are a resident, business, commercial enterprise or community organisation, Council may discuss options for you to contribute through preparation of your base wall, artist fees, safe access to the wall – including hiring scaffolds, lifts or



covering power lines in tiger tails, applying an anti-graffiti coating and/or associated costs.

### **Eligibility Considerations**

To apply to have a Perfect Match Street Artwork painted on your wall:

- The property must be located within the Inner West Council Local Government Area;
- You must be the owner of the property wall or have a letter of support from the property owner;
- The wall must be publicly viewable - street facing, preferably at a profile location viewable by local community, passers-by and visitors to the area;
- The wall must be in good condition - no cracks, large chips, rust, peeling paint, water leaks, plant or moss growths. Or, alternatively you must be willing to fix the wall and remove any plant or moss growths if selected.
- The wall must be a safely accessible and within workable distance from power lines;
- You must be willing to work collaboratively with the artist and Council to develop the artwork design concept, installation timeline and collaborative with Council host a community celebration on completion of the wall;
- You must be willing to liaise with your neighbours, seek their input and notify them of plans to install the artwork.
- You must be willing to co-host with Council a community celebration get-together of neighbours and members of the public at the end of the artwork completion

### **Application Process**

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

- Describe history of unwanted tagging or graffiti on the proposed wall
- Describe the location and profile of wall (eg. street facing to main street, nearest intersection, estimated daily public throughfare and audience characteristics)
- Ideas for the wall - list any interesting details that relate to the area. For example history of the site, local characters, local stories, myths, the type of community that live in the space and how the space is used. List anything that may make the property or area unique.
- If you have a specific artist in mind, you will need to provide the provide artist



name. The artist will also have to submit an artist application to here:  
[Perfect Match Street Art 2024-2025 Artist Application](#)

- If you do not have a specific artist in mind, provide weblinks to street art styles that you think would be suitable for your wall.
- Photos of the wall, which show a clear front on view, a right-angle view and a left-angle view. Plus, a photo showing the wall within the streetscape. Also include any photos which capture unwanted graffiti/tagging and the scale of the wall and any special features (eg a historic small widow or sign).
- Provide measurements in metres, of the wall you are proposing (height x width)
- Refer below to the Selection Criteria considered by the Assessment Panel when selecting the successful properties.

### **Selection Criteria**

Please note: Property owner and artist applications are competitive. Council receives far more applications than can be funded.

- To determine selected property walls, a variety of factors are considered:
  - 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 Street Art program will support graffiti prevention initiatives;
  - Context of the streetscape and surrounding communities (eg NFP organisations, schools, church etc);
  - History of the property and any local stories or items of interest attached to the site
  - Heritage zoning of the property, including whether the property sits within a Heritage Conservation Area or is listed as a Heritage Item. If it is a Heritage Item it is rare that we can proceed with an artwork.
  - Safe access to the site including adequate clearance from electricity lines
  - Size of the wall and funding availability
  - The property owner has applied or provided a letter of support for a Perfect Match Street Artwork painted on their property.
  - Even distribution of artworks across Council's five wards – click here [WARDS](#) to see the ward map and learn more about the wards.



**Timeline:**

Step	Task	Key Dates
1	Property owners complete the online application at: <a href="#">PM24-25 Property Application</a>	1 July 2024
	Perfect Match Street Art 2024-2025 EOI closes	midnight, 31 July 2024
2	Assessment Panel meet to review applications against eligibility and assessment criteria	August 2024
3	Property Applicants advised of application outcomes	2 September 2024
4	Successful Property Applicants are contacted with their 'artist matches' and will work with the artist and Council to create an artwork concept design and draft an installation timeline	2 September – 29 November 2024
5	Artists install artworks (according to installation timeline date agreed to) with a community celebration event held at completion	1 October 2024 – 30 June 2025

**Project Delivery & Responsibilities**

If your wall is selected, you will be responsible for:

- working with staff of Council’s Creative Communities team to select the artist and contribute ideas and information (eg. history, stories, photos or context of the site) to support the artist to develop a meaningful site-specific artwork for your wall;
- working with Council and the artist to ensure the artwork is appropriate for the site and not offensive;
- notification planned artwork to your neighbours, verbally advising them of the artwork design concept and plans to install the artwork. Council will assist by distributing a notification of planned artwork letter to surrounding residents (2 block radius minimum);
- assisting Council and the artist to access the wall to deliver the artwork;
- the preparation of the wall in order for the artist to paint – such as fixing the wall of any cracks, chips, water leaks, removing any plant and moss growths, and if deemed necessary giving the wall a scrub or hose down with a gurney (high pressure water hose) and/or applying an undercoat of paint.



- The ongoing maintenance of the artwork once completed.

Council and the artist will be responsible for:

- relevant insurances and permits;
- artist fees;
- the cost of materials required for the artist to create and install the artwork.
- The cost of equipment hire such as a scaffold, scissor-lift or boom-lift
- The application of an anti-graffiti coating (AGC) on painting completion

### **Maintenance**

Council's Perfect Match Public Art Program funding covers a one-off fee for the artist to create the artwork. As the property applicant, we ask you to assist in maintaining the artwork for as long as it is in reasonable condition.

The Council will provide a brief maintenance document, which will include a colour chart provided by the artist, to aid you in the maintenance of the artwork.

Once an artwork is installed, there is no guarantee that the artwork will remain untagged long term. Council cannot resource ongoing maintenance of the artwork.

The artwork will have an anti-graffiti coating (AGC). 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. The graffiti will become 'runny' a few seconds after spraying and you will be easily able to wipe it off quickly. Muck Off can be found at hardware stores and cost around \$36-\$40.

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\\_Property\\_Application](#)

If you have any questions, please contact **Kasane Low**, Creative Programs Officer – Creative Communities at [kasane.low@innerwest.nsw.gov.au](mailto:kasane.low@innerwest.nsw.gov.au) or phone **(02) 9392 5967**