



Perfect Match Street Art 2025 – 2026

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

Background

Street art is a celebrated part of community life in the Inner West, with hundreds of artworks enlivening our local streets and drawing visitors from across Sydney and beyond. The Perfect Match program makes a unique and much-loved contribution to this vibrant scene.

Perfect Match began in 2014 as a Council initiative to tackle unwanted tagging and graffiti, and has now grown to become Council's flagship public art program. Over 170 artworks have been funded through the program to date. New artworks are commissioned through a unique 'matching' process. In each annual round, artists apply to receive a Perfect Match commission while local property owners apply to offer up a public-facing wall as the 'canvas'. Successful applicants are then 'matched' by Council's Creative Communities team, who facilitate the commission and support the artistic process.

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
- Foster community pride and wellbeing
- Reduce illegal graffiti on walls by removing blank 'canvas' walls
- Provide work 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 visitors 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. Council will fund wraparound install costs including scissor lift hire, signage, and application of an anti-graffiti coating on completion.

Property Applicants are responsible for any costs associated with the preparation of



their wall and for maintaining the artwork on completion.

Eligibility Considerations

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

- The property must be a private property wall located within the Inner West Council Local Government Area.
- Property Developers, primary or secondary schools (private or NSW-Government owned), places of worship, Council-owned assets or State-owned assets (e.g. train stations, Aus Post, Sydney Water) and tertiary institutions are not eligible to apply.
- You must be the owner of the property wall or have a letter of support from the property owner. When applying as a business owner (commercial lease) or tenant, you must have a means of regular communication with the property owner, as the property owner will be the contract signatory.
- If you live in an apartment, you must have the endorsement of the Strata Committee, who will be the contract signatory.
- You must not already have a Council-commissioned mural on your property (unless it was commissioned prior to 2018 and has significantly deteriorated in condition).
- The wall must be publicly viewable - street facing, or visible to local community, passers-by and visitors to the area.
- The wall must be in good condition - no structural cracks, large chips, rust, peeling paint, water leaks, plant or moss growths.
- The property must not be a listed Heritage item.
- You must be willing to consider a variety of artists and styles (as part of the 'matching' process, a shortlisted artist will be pitched to you).
- You understand that creative license sits with the artist, to create an artwork that is site-specific and reflective of the local community.
- You must be flexible with installation timeframe - artworks are expected to be delivered between 1 July 2025 - 30 June 2026.

Application Process

To apply, you will need to complete an online form and provide the following:

- Describe the location and profile of wall (e.g. view from main street, daily public throughfare and potential to positively impact the neighbouring community)
- Describe any history of unwanted tagging or graffiti on the proposed wall
- Photos of the wall, which show a clear front on view, side view and a photo



showing the wall within the streetscape. Also include any photos which capture unwanted graffiti/tagging; the scale of the wall and any permanent features (e.g. anchor plates, pipes, affixed sign)

- Provide measurements in metres, of the wall you are proposing (height x width)
- List anything specific to the site (e.g. history of the site, local characters, local stories, the type of community that live in the space and how the space is used)
- If you have a specific artist in mind, you will need to provide the artist's name. The artist will also have to submit an artist application here: <https://innerwest.smartygrants.com.au/perfectmatch2025artist>
- Refer below to the Selection Criteria considered by the Assessment Panel when selecting the successful properties.

Selection Criteria

Property owner and artist applications are competitive. Council receives far more applications than can be funded. Your application will be considered against the following criteria:

- **Criteria 1- Impact and Profile (weighting 50%)**
Visibility of the wall and extent to which a mural on the proposed wall would positively impact neighbours, streetscape, broader community.
- **Criteria 2 – Graffiti Deterrence (weighting 25%)**
Evidence of recurring unwanted graffiti, ability of the program to support graffiti prevention in the area.
- **Criteria 3 – Wall condition and access (weighting 25%)**
Wall is in paint-ready condition and safe for artist to access (uninterrupted ground access, wide footpath, adequate clearance from power lines).

In addition to the above, the Assessment Panel will also consider:

- heritage zoning of the property, including whether the property sits within a Heritage Conservation Area
- size of the wall and access requirements, per funding availability
- 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	Perfect Match Street Art 2025–2025 EOI opens Property owners apply online at: https://innerwest.smartygrants.com.au/perfectmatch2025property	10 March 2025
2	Perfect Match Street Art 2025–2026 EOI closes	4pm, 7 April 2025 (AEST)
3	Assessment Panel meet to review applications against eligibility and assessment criteria	May 2025
4	Successful Property Applicants are contacted for further due diligence and ‘artist matching’	1 – 30 June 2025
5	Property Applicants advised of application outcomes	30 June 2025
6	Artists contracted. Design and installation begins (per timeline agreed with artist)	1 July 2025 – 30 June 2026

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, if requested, contribute ideas and information (e.g. 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.
- notifying your neighbours, verbally advising them of the artwork design concept and plans to install the artwork. Council will distribute a notification of planned artwork letter to surrounding residents (2 block radius).
- assisting Council and the artist to access the wall to deliver the artwork (i.e. access to power, water and bathroom).
- the preparation of the wall in order for the artist to paint – 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.
- maintaining the artwork across its expected lifespan (5–7 years) to your best ability by removing any future graffiti tags promptly from the wall.

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. Council cannot resource ongoing maintenance of the artwork.

As the property applicant, we ask you to maintain the artwork for as long as it is in reasonable condition, and you have ownership of the wall. The expected lifespan of a mural is 5-7 years. There is no guarantee that the artwork will remain untagged long term.

The artist will provide a maintenance brief including colour chart to aid you in the maintenance of the artwork.

The artwork will have an anti-graffiti coating (AGC) applied on completion. This AGC is a clear layer that protects the artwork from any new paint, including spray paint and paint pens. It is recommended that any new graffiti tags are promptly removed using a chemical graffiti-remover (e.g. Muck-Off) to discourage further instances of tagging. Muck Off can be found at hardware stores and costs around \$36-\$40.

Submit Your Application

Apply online at: <https://innerwest.smartygrants.com.au/perfectmatch2025property>

If you have any questions, please contact **Belinda Walter, Producer Creative Programs** on (02) 9392 5784 or email belinda.walter@innerwest.nsw.gov.au