



STREET ART

PROPERTY OWNER COMMISSIONING TOOLKIT

LEGAL STREET ART IN TOWNSVILLE

PREPARED: OCTOBER 2017

PREPARED BY: STREET ART
ACTIVATION WORKING GROUP



IMAGES

Cover (L-R):

- Artwork by **The RUN Collective** (detail) created for City Lane graffiti wall. Commissioned by Lancini Property and Development;
- **Baby Guerrilla *Perpetual Motion*** (detail) 2016, street art mural painted in Ogden Street, Townsville;
- **Leans *Mother Earth*** (detail) 2017, street art mural painted in Ogden Street, Townsville;
- **Tellas *The Barrier*** (detail) 2017, street art mural painted in Sturt Street, Townsville.
- **Kennie Deaner** painting his street art mural on the rear facade of Agora House in Denham Lane, Townsville;
- **The RUN Collective *Space Trails*** (detail) 2017, street art mural painted in Ogden Street, Townsville.

Inside Cover:

- **The RUN Collective's** street art mural in Denham Lane. Painted with the assistance of La Luna Youth Arts and Townsville City Council.

Overleaf:

- **Beastman *Converge*** (detail) 2016, street art mural painted in Ogden Street, Townsville.



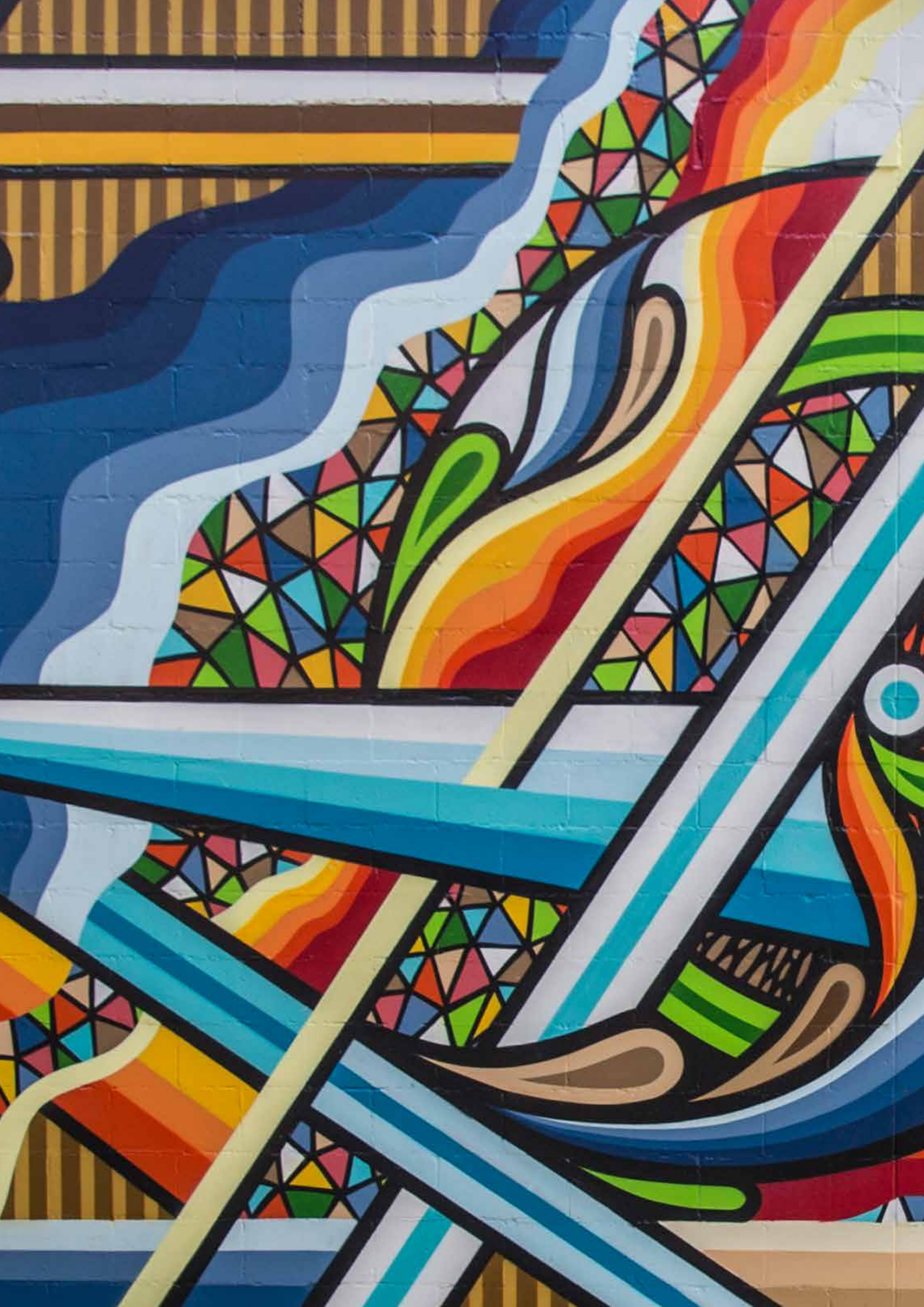
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1. INTRODUCTION

In 2015, Townsville City Council endorsed a **Street Art Activation Framework** with a clear objective to encourage and manage the development of Street Art in the city.

In Townsville, Street Art is considered to include traditional Graffiti-style artwork, sculpture, stencils, sticker art, wheat pasting and poster art, video projection, art intervention, guerrilla art, and street installations.

Territorial graffiti (tags), vandalism (destruction and damage), and corporate art are not considered Street Art in the context of the **Street Art Activation Framework**.

Street Art is a massive worldwide movement, and when done properly can result in a number of **Cultural, Economic, Recreational, Social,** and **Urban Planning** benefits for a city, its residents, and its artists.

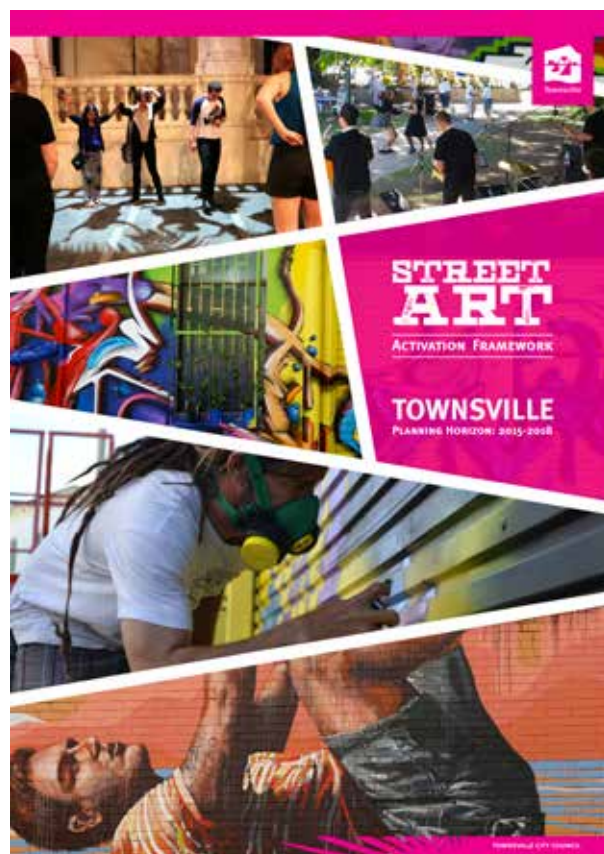
Through the **Street Art Activation Framework**, a number of avenues for the development of the local Street Art scene have been identified and continue to be explored. These include commissioned artworks by Townsville City Council; informing building owners as to how they can go about properly commissioning a new Street Art work on their building; and arming local artists with all the necessary information to complete their own legal Street Art project.

This **Property Owner Commissioning Toolkit** is designed to make the process of identifying and contracting a Street Artist to complete a legal Street Art project as simple as possible for Townsville's property owners and businesses.

The **Toolkit** also outlines the potential benefits for your building or business of commissioning a high quality, legal Street Art project.

If you are a property owner interested in Street Art, this document will get you well on your way to being able to enjoy your own amazing public artwork. By reading through this **Property Owner Commissioning Toolkit** and understanding the process of commissioning an artist, you will also be enabling an artist to spend more time creating a work that they can be proud of, and you and the broader community can enjoy.

Be part of the creative revitalisation of Townsville through Street Art.





ROA *Untitled [Goanna]* 2015, street art mural painted in Ogden Street, Townsville.

2. REPORTING GRAFFITI

Townsville City Council will ensure a managed response for the removal and reporting of Graffiti on council assets and other places where Graffiti can be readily seen from a public place, and will promote preventative strategies to minimise Graffiti throughout Townsville City.

Townsville City Council encourages the public to report illegal and unsightly Graffiti, including tags, and removal will be undertaken in accordance with legislative requirements.

When reporting illegal Graffiti, members of the public should provide their contact details, along with the relevant address and a description of both the location and the Graffiti. If possible, it is also advisable to provide a photograph.

Members of the public can report illegal Graffiti via a number of means, including:

Online

Visit <http://townsville.qld.gov.au/council/contact/Pages/reportproblem.aspx>

Phone

Call the Customer Service Centre on 1300 878 001 during business hours

Using Your Smart Phone

iCouncil for iPhone



iCouncil lets you interact with your Council any time, easily. Install the app and you'll be able to quickly report problems,

including Graffiti and damaged infrastructure.

[Download from iTunes.](#)

Snap Send Solve for Android and iPhone



Interact with council and report your problems, including Graffiti and damaged infrastructure, utilising your

Android device.

[Download from iTunes.](#)

[Download from the Google Play Store.](#)



GraffitiSTOP

.com.au

1300 Graffiti (1300 472 334)

Alternatively, residents can report illegal Graffiti via the GraffitiSTOP program.

GraffitiSTOP Hotline

GraffitiSTOP is a hotline previously funded by the Queensland Government that was set up to take calls from the public about graffiti in their local area.

Information provided through the hotline and on the GraffitiSTOP website, mobile app or via the mobile enabled site, will be provided to the local government (council) where the Graffiti is located.

Information may also be passed on to government owned corporations (GOC's) who have a requirement to clean up Graffiti within days of application.

GraffitiSTOP was launched on 4 November 2012 and funding ceased under the Labor Government on 30 June 2015. Crime Stoppers Queensland Limited has continued to deliver the service within its community funded activities.

You can report illegal Graffiti by calling, or sending an SMS to 1300 Graffiti (1300 472 334).

Online

Visit <http://www.graffitistop.com.au> to upload images and report Graffiti offences 24 hours per day, 365 days per year.

Phone

Illegal Graffiti can be reported by calling Crime Stoppers in Queensland on: 1800 333 000. The hotline service is operated 24 hours per day.

Graffiti Trends in Townsville

	2015	2016	2017
Cost of removal	\$92,629.83	\$68,082.63	\$48,225.34
Cost %	100%	73.50%	52.10%
Recorded Offences	511	600	376
Recorded Offense %	100%	117.40%	73.60%
Tags	362	221	96
Tags %	100%	61%	26.50%

Data supplied by Townsville City Council. For the purpose of this table Tags were only included where 5 or more instances of the same tag were recorded within the calendar year.

3. THE IMPACT OF GRAFFITI ON SOCIETY

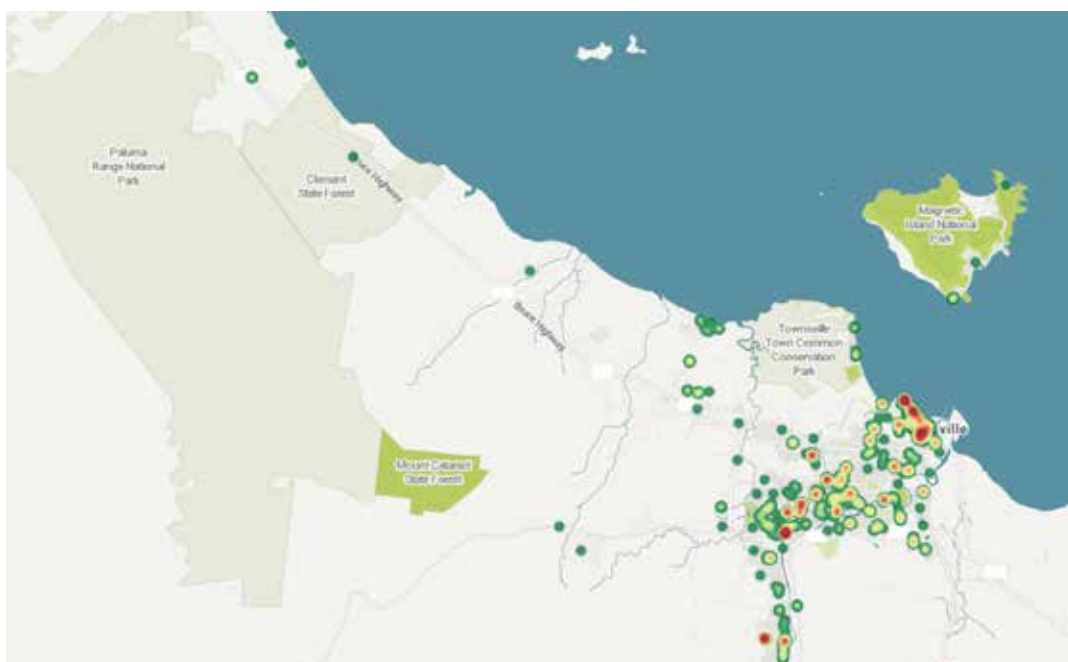
What people may not always realise is that Illegal Graffiti can hurt their community and its property owners.

Illegal Graffiti can cause personal distress and emotional harm, as well as become a financial strain on those who have to have their property repaired or repainted. In the case of local businesses, Graffiti has the potential to impact on the long term viability of the business in heavily affected areas, hampering or even putting at risk families' livelihoods.

Illegal Graffiti, particularly tags, are also considered by many sections of the community to be unsightly, negatively affecting their experience of the city's public spaces. In some cases, illegal Graffiti can also have a negative impact on community perceptions of safety.

Indicative of the economic impact of illegal Graffiti for the city, \$150,000 has been budgeted by Townsville City Council for the removal of such tags and acts of vandalism for the 2017/2018 financial year.

Of course, there are also serious ramifications for those caught participating in illegal Graffiti and vandalism, which will be discussed in the following section of this Artist Toolkit.



Map of the Townsville region depicting the reported graffiti incidents from October 2013 - September 2014. The heat map gives a visual overview of the areas with higher rates of vandalism.

4. BENEFITS OF COMMISSIONING STREET ART FOR PROPERTY OWNERS

While commissioning a work of Street Art does involve a financial outlay on the part of the commissioning agent – usually the property owner – there are many potential benefits to doing so that can make this a prudent investment, in both the building/business in question, and the wider community.

Such benefits can include:

Site Activation:

Undertaking a Street Art project provides the community with diverse activity to interest residents and attract visitation.

Addressing Vandalism:

The city's young street artists and those with previous recorded vandalism offences can be encouraged to pursue legitimate art careers through the establishment and provision of legal alternative options, pathways, and development opportunities. Similarly, there is evidence that suggests the commissioning of artwork on a building significantly reduces its chances of being 'tagged'.

Brand Awareness:

By commissioning a notable, high quality work of Street Art, property owners and businesses can enjoy the significant marketing benefits associated.

Street Art has proven to be a highly visible field, both in traditional media, and as viral stories in the social media sphere. As a commissioning agent of a notable work, property owners and businesses can position themselves as positive, active, and having the community's interests at heart, as well as directing more traffic to the site of the Street Art work.

Place Making:

Rejuvenate community interest; building owners can help to promote positive, interactive, high quality and desirable destinations through the commissioning of audible, visual, as well as physical cultural activities within urban spaces.

Community Engagement:

Establish enduring relationships, whilst building durable and diverse community connections with a variety of spaces/places within the city.

Urban Transformation:

Street Art can stimulate economic development, cultural diversity, as well as social interaction with heritage and cultural values including the city's natural environmental assets. Utilising Urban Design strategies, Place Making Activities, as well as Community Engagement opportunities, a healthy Street Art culture can help to position Townsville as an internationally desirable destination.

4. BENEFITS OF COMMISSIONING STREET ART

Domestic Cultural Tourism:

Assisting the city's Street Art objectives by commissioning work can help to position Townsville as a regional leader in the development and presentation of Street Art in a national context, encouraging domestic cultural tourism with flow-on economic benefits for local businesses.

Arts and Cultural Economy:

Strengthen the Townsville arts and cultural sector through capacity building and the fostering of more commissioned work and employment opportunities. The strengthening of this sector benefits the Townsville economy as a whole by contributing to its diversity, and the promotion of innovation via a strong creative class. It also promotes re-investment of this money into the sector and new events to continue to attract new audiences.

Responding to Youth Needs:

The provision of a greater volume of more appealing recreational options for the city's youth will encourage their positive engagement with the community and help provide alternative pathways away from illegal pursuits.

Diversity of Community Interests:

The commissioning of Street Art works recognises the sophistication and diversity of interests of Townsville residents.

Build Interest in Public Spaces:

You can assist in building interest in Townsville's highly frequented public spaces and social gathering spots through Street Art activities, permanent works and temporary art interventions.

Provide Career Opportunities:

Assist local artists in furthering their career through opportunities outside of the region, by attracting increased national coverage via a dynamic program of Street Art activities within their local region.

Value Arts and Culture:

Firmly value and position the arts and culture as pivotal in shaping our public spaces and fostering community pride.

Diversify Arts and Cultural Product:

Encourage greater diversity in the arts and cultural product being created and displayed in Townsville, contributing to the sector's vitality and the appeal of the arts to a broader audience.

Connecting the City's Youth with Essential Services:

Street Art can be utilised as an effective means to involve the city's youth, build self-worth and self-esteem, encourage creative expression, and connect them with essential services to address issues as varied as mental health, homelessness, substance abuse, and illegal offences.

Community Awareness and Education:

You can help to foster a greater level of community awareness and appreciation of Street Art (as distinct from vandalism, which people would be directed to report through GraffitiSTOP). In tandem, the community and particularly youth at risk of offending can be clearly informed through various means of the illegality of vandalism, the potential consequences to them personally and to those that the offence impacts, and the legal alternatives available.

5. HOW TO COMMISSION A LEGAL STREET ART WORK

i. Overview

As previously discussed, there are many benefits to commissioning a high quality piece of legal Street Art on your building; for yourself and your property/business, for local artists and the arts sector, and for the wider community.

For this reason, Townsville City Council periodically commissions Street Artists to create works around the city. Ultimately though, Townsville City Council cannot resource the commissioning of every artwork it supports, and so encourages local property owners to get involved in growing the city's Street Art culture by initiating their own projects.

This section of the **Property Owner Commissioning Toolkit** will assist you – the property owner – in planning your own Street Art commission.



The RUN Collective *Keep Running* (Cathy Freeman) 2016, street art mural painted in Ogden Street, Townsville.

ii. Checklist

Property owners have several options for commissioning a new work of Street Art. These include:

Direct Commission

This process takes place when the property owner has already decided upon the Street Artist they would like to create work for the intended location. The property owner makes contact with Street Artist to check interest and availability, and to progress the process through design development to delivery.

Call for Submissions – Select Artists

The property owner may like to see a variety of different possible designs for the intended location, but are already decided upon a certain style or level of quality they would like to ensure. In this instance, the property owner may develop a Call for Submissions document to be distributed to a select number of Street Artists that have been identified as potentially suitable. It is recommended in this instance that artists who do provide a design be provided a design fee for their submission.

Call for Submissions – Open

The property owner may like to see the widest possible variety of potential designs from interested Street Artists. In this instance, a Call for Submissions document should be developed and widely distributed through all available artist

and arts networks, as well as into any available broad media streams.

Regardless of the option a property owner may choose for the commissioning of a new work of Street Art, there are a number of steps that are recommended to ensure the project meets best standards and runs as smoothly as possible from scoping, through to final delivery:

► Prior to Commissioning Process

- ▷ Project scoping and planning
- ▷ Identify desired artwork location/s and risk/s involved with siting an artwork in this location
- ▷ Develop a Call for Submissions document. An example is provided alongside this Property Owner Commissioning Toolkit

► Identify key stakeholders

- ▷ Prior to any commissioning process, all key stakeholders are contacted for comment and consultation, and their representatives may form part of the advisory panels during the process. Key stakeholders are the local or state government bodies, as well as business owners in the relevant site location who will be affected by the installation of new Street Art, etc.

► Nominate a Project Manager

- Develop a selection panel (SP) which may include, depending on the style and scope

of the work:

- ▷ Project Manager
- ▷ Other representatives of the property/business
- ▷ Arts and Culture sector representative
- ▷ Engineering Consultant
- ▷ Planning and Development or Site Developer
- ▷ Public Art Officer
- ▷ Indigenous Advisor
- ▷ Heritage Officer
- ▷ Community Arts Organisation representative
- ▷ Architect, etc.
- ▶ **Expressions of Interest (EOI)**
 - ▷ Call for Submission document developed as above
 - ▷ Document distributed through appropriate channels in a call for expressions of interest from artists who will submit requested designs and information. This process can be distributed locally, state-wide, nationally or internationally depending on the scope of brief
 - ▷ SP receives submitted EOIs and these are compared against the initial brief criteria
 - ▷ From these EOIs, a preferred design is selected
- ▶ **Project Overview**
 - ▷ The successful Street Artist will enter discussion with representatives from the property owner, including the Project Manager, to be provided with a project overview, and discuss any relevant comment on the selected artwork concept
 - ▷ At this time a date for the initial site

meeting and the commencement of work will also be determined, and any additional program components discussed

▶ **Commissioning Contract**

- ▷ Once a Street Artist who has submitted an EOI and design is selected, and following a Project Overview meeting with the Project Manager, the property owner will draft and issue a Commissioning Contract. An example is provided together with this Property Owner Commissioning Toolkit
- ▷ The Street Artist is to sign two copies of the Commissioning Contract to be returned to the property owner. The property owner should counter-sign both copies, and return an original to the selected Street Artist for their reference

▶ **Site Meeting**

- ▷ Once the Commissioning Contract has been signed and returned by the selected Street Artist, he/she will meet with representatives from the property owner, including the Project Manager, to discuss any relevant Workplace Health and Safety requirements and considerations, and to briefly recap the full scope of the project including the bounds within which the work must be contained
- ▷ Plans for the availability of any required materials and equipment must also be finalised at this meeting, if this has not already been arranged

▶ **Artwork Commencement**

- ▷ Following this briefing the Street

Artist will commence the production of the Street Art work, and work at agreed times until such time as the work is completed

► **Practical Completion**

▷ Upon completion, the Project Manager works with the artist to prepare a final report for the property owner/custodian of the artwork, including, as relevant, the below components:

- i. Contact details of the Street Artist
- ii. Contact details of all suppliers, fabricators and contractors
- iii. Work description outlining installation components
- iv. Final budget breakdown including copies of all invoices
- v. Copies of initial concept, designs and relevant research
- vi. Artwork statement
- vii. Label design (if desired)
- viii. Engineering Certification
- ix. Public Liability Insurance policy details from Street Artist
- x. Material list with comprehensive detail for future maintenance
- xi. Material safety sheets for any hazardous substances
- xii. Maintenance manual
 - Cleaning materials
 - Cleaning method
 - Maintenance schedule (when, with what and how)
 - Remedial maintenance advice (contact artist in case of breakage, etc.)
- xiii. Non-Exclusive License to Reproduce
- xiv. Full colour images of the work from all sides
- xv. Condition report
- xvi. Warranty details from artist, suppliers, contractors (usually 12 months from delivery)

iii. RESOURCES: CALL FOR SUBMISSIONS DOCUMENT

In commissioning a Street Artist, you may wish to invite designs from a number of selected artists, or from an open field. To best do so, it is advised that you develop a document to Call for Submissions.

This document should provide interested Street Artists with all the information they would require to develop a design to your liking, and also to confirm that they would be capable of and available to undertake the work.

Such information includes any theme or design features you wish to see included in the work, the intended site for the work, timeframes, and budgets.

It is also recommended that should the invitation to provide a design be sent to only a few hand-picked artists, that they be compensated for developing a design.

An example **Call for Submissions** template is provided alongside this **Property Owner Commissioning Toolkit** as a separate editable document to give a clearer idea of the type of content to be included. This has example text and an explanation of content to guide you.

iv. RESOURCES: COMMISSIONING CONTRACT

Following meeting and reaching agreement on a design with your selected Street Artist – whether you have directly selected someone or undertaken a Call for Submissions process – a Commissioning Contract should be developed to ensure all information from both parties is captured in regards to expectations and responsibilities.

An example **Commissioning Contract** template is provided alongside this **Property Owner Commissioning Toolkit** as a separate editable document to give a clearer idea of the type of content to be included. This has example text and an explanation of content to guide you in formalising your project agreement.

Townsville City Council recommends seeking legal advice before signing any contract. Free legal services are available through *Townsville Community Legal Service*.

v. REQUIRED INSURANCES

It is strongly advised that as part of the commissioning process, the commissioning agent – you – ensures any Street Artist engaged is required to have in place their own Public Liability insurance.

Similarly, as you will be engaging someone to work in the public space on your behalf, it is also a requirement that you have your own Public Liability insurance cover in place.

vi. HEALTH AND SAFETY REQUIREMENTS

All artists working in public spaces should adhere to strict safety measures when delivering their works. The nature of the works and the site in which they are undertaken can vary enormously from project to project and each individual situation should be considered carefully when identifying risks involved in the activity of all artists in a public space.

You can assist the Street Artist you engage in ensuring their project is safe in a number of ways:

- ▶ Providing the Street Artist with all relevant information about the site
- ▶ Undertaking a site induction, including clear instructions regarding Fire and Emergency Evacuation procedures
- ▶ Working with the Street Artist to scope the planned project and develop a risk management plan.

This risk management plan should include considerations for:

- ▶ **Potential hazards**
 - ▷ Toxic substances
 - ▷ Trip
 - ▷ Fire
 - ▷ Containment
 - ▷ Elevation
 - ▷ Machinery (moving parts), etc
- ▶ All risks associated with the identified hazards of the specific site and activities therein

Should you or the Street Artist be unfamiliar with Health and Safety requirements, please seek further information from the Work Health and Safety Act 2011. Alternatively, if you require advice or assistance, you are encouraged to contact Townsville City Council to discuss your concerns prior to the project commencing.

- ▶ <https://www.worksafe.qld.gov.au/> is the Queensland Government's Workplace Health and Safety website, with a wealth of information about licensing, training and regulations.

vii. OUTSOURCING OR SEEKING ASSISTANCE IN THE COMMISSIONING PROCESS

While this **Property Owner Commissioning Toolkit** is designed to make the process of engaging a Street Artist to deliver a new, high quality artwork on your building as simple as possible, it remains that the process does require time and financial resources.

This is particularly the case as Townsville City Council strongly believes in the adequate compensation of artists for their considerable time, energy, and expertise in creating artwork for the community to enjoy.

Should you wish to commission a Street Art work for your building, but are unclear on any of the steps outlined or simply wish to discuss the process in more detail, please contact Townsville City Council for advice.

Following this discussion, should you decide you could fund such a project but remain unsure if you are able to undertake the entire commissioning process, Townsville City Council may be able to offer some guidance and assistance through the Gallery Services unit.

Should you determine that you are unable to fund such a commission, but do support the development of new Street Art on your building, please notify Townsville City Council. From time to time, Council may become aware of a Street Artist seeking a location to undertake a project that they will themselves fund, and in these instances Council may be able to connect you with a Street Artist to see if your building is suitable to their proposed project.

B. LEGAL STREET ART IN TOWNSVILLE

Want some inspiration for your legal Street Art project? Discover some of the amazing works that exist throughout Townsville, whether they were commissioned by Townsville City Council, a business, developer, or building owner, or produced by an artist using their own funding or a grant program.



Garth Jankovic and Nicky Bidju-Pryor *Girroogul and the Soap Tree* 2016, street art mural painted on the side of Umbrella Studio contemporary arts on Flinders Street, Townsville.



The RUN Collective *Space Trails* 2017, street art mural painted in Ogden Street, Townsville.



Leans *Mother Earth* 2017, street art mural painted in Ogden Street, Townsville.



Street art outdoor free wall at Riverway Skate Park



Adnate *Wulgurukaba and Bindal* 2016, street art mural painted in Melton Terrace, Townsville.

7. CONTACT

If you are interested in commissioning a legal work of Street Art in Townsville on your building, and would like more information, we encourage you to make an appointment with an appropriate member of staff from Gallery Services, Townsville City Council for advice and consultation in the first instance.

This Property Owner Commissioning Toolkit is intended to be a holistic overview of the process to initiate your own legal project, however such a meeting may assist you in clarifying some points of the document and scoping your project.

For all enquiries, please contact:



8.30am - 5pm, Monday to Friday
103 Walker Street, Townsville



PO Box 1268
Townsville QLD 4810



8am - 5pm, Monday to Friday
(Closed Public Holidays)
1300 878 001 - Business hours



enquiries@townsville.qld.gov.au



Townsville