

Clocktower Public Art Project

City of Moonee Valley

Commission brief

April 2026



Photo: The Clocktower Centre, external view from Pascoe Vale Road in Moonee Ponds.

Acknowledgement

The City of Moonee Valley City Council respectfully acknowledges the Traditional Custodians of the land on which Moonee Valley is located – the Wurundjeri woi-wurrung People of the Kulin Nation; and we pay respect to their Spirits, Ancestors, Elders and their Community Members past and present.

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1. Overview

Public art is one way we can make our community a happier, healthier place.

Moonee Valley City Council (MVCC) and Incinerator Gallery invite artists to submit an Expression of Interest for the development of a new large-scale outdoor mural on the eastern wall of the Clocktower Centre in Moonee Ponds. The appointed artist will also have the option to provide artwork treatments for the internal window of the adjoining Children's Space.

Visual artists with a connection to the area are strongly encouraged to apply. You do not need to be a local resident; however, applicants must be artists based in Australia with experience in delivering large-scale outdoor public artworks.

Artists are invited to participate in Stage 1 of the process and submit their Expression of Interest (EOI) in response to this brief.

The appointed artist will be guided by themes and styles identified in the community engagement report. The community engagement was conducted in January-February 2026, where data was gathered via YourSay online survey, in-person community events at the Clocktower Centre, and during a hands-on arts workshop with grade 5/6 students from Moonee Ponds Primary School.

In Stage 1, artists will receive an overview of identified themes, motifs and styles as outlined by the community engagement report. The full report will be released in Stage 2 to the shortlisted artists.

Following the EOI, a selection panel will shortlist three artists. In Stage 2 shortlisted artists will be paid a fee for concept development and will present their proposal to the panel. From this shortlist, one artist or artist collective will be commissioned to install the outdoor mural and interior design motifs in late 2026.

The project is valued at \$ 90,000 AUD (excluding GST).

The outdoor mural will be installed in a highly visible outdoor location on Pascoe Vale Road, Moonee Ponds. The site has high pedestrian, vehicle and tram activity as this is a main road. Artists are advised to exercise caution when installing the final artwork.

The wall and/or window treatments will be installed indoors in a popular space for children and families visiting The Clocktower Centre and Café. While the artworks in either space do not need to be designed exclusively for children, the artworks must be suitable for audiences of all-ages and reflect the identified themes, demonstrating critical thinking skills and reflecting a diverse and changing population.

2. About the City of Moonee Valley and Incinerator Gallery

The City of Moonee Valley City Council (MVCC) is located on Wurundjeri Woi-wurrung Country and is the local government authority for a vibrant, diverse municipality in the north-western suburbs of Naarm/Melbourne. Located along the cultural and environmentally significant Maribyrnong River, Moonee Valley City Council has a population of 129,732 residents, making it a bustling and growing community just 12 kilometres from Melbourne's central business district.

Moonee Valley encompasses 14 suburbs, including Essendon, Moonee Ponds, Ascot Vale and Airport West and delivers around 200 distinct services including a rich and vibrant visual and public art program.

Council adopted the [*Igniting Creativity in Moonee Valley 23–27*](#) strategy to guide arts and culture across the municipality, positioning public art as a key driver of vibrant, inclusive and connected places. The strategy prioritises creativity in public spaces through place-based projects and meaningful community engagement, shaping the delivery of current public art commissions.

About Incinerator Gallery

Established in 2011, Incinerator Gallery is a platform for unique cultural experiences that connects society through art and design. Located in Aberfeldie in inner north-west Melbourne, the gallery is home to the last remaining incinerator in Victoria, designed by Walter Burley Griffin and Marion Mahony Griffin. It welcomes communities, art professionals, and people of all ages interested in art and design to champion new creative perspectives that strengthen communities.

About the Public Art Collection

The Public Art Collection showcases outdoor artworks commissioned from the 1980s to the present, featuring a diverse range of local and national artists. Located strategically throughout the municipality, the collection includes sculptures, murals, mosaics, and billboards by notable artists, including Bruce Armstrong, Paola Balla, Tom Civil, Edwina Green, Yvan Pestalozzi and Raf McDonald. These artworks contribute to the vibrant cultural landscape of Moonee Valley and reflect the community's sense of history, identity, place, and aspirations.

Project Scope and Location

Housed inside the former Essendon Town Hall, [Clocktower Centre](#) was established as Moonee Valley City Council's premier performing arts venue in February 2000. It is located at 750 Mt Alexander Road in Moonee Ponds, beside the Moonee Ponds Junction. The venue is a significant site for Council's delivery of its [Igniting Creativity](#) arts strategy, hosting Council's own arts programming and offering hiring performers and organisations a state-of-the-art facility to showcase their talent. In addition to the performance space, the Clocktower Centre also features a writing room, a podcast studio and a children's space.

[Outdoor Mural – Pascoe Vale Road](#)

Artists are invited to respond to the site and architecture, exploring the full expanse of the wall, please note that artists are not required to paint a mural from 'floor to ceiling'.

The site is currently located adjacent to an active tram line. The existing tram tracks and tram driver facilities will be re-located in late October 2026. **Installation of the mural will take place after these relocation works have been completed.**

[The Children's Space](#)

To reflect the role of children and young people as valued participants in civic spaces, this project acknowledges Council's commitment to child safety and well-being. The outdoor artwork will have the opportunity to extend inside to the Children's Space, located inside Clocktower Centre.

As an extension of this commission, artworks will be licensed for use by the Clocktower Centre and MVCC for a period of up to five years.

View online folder of images for both sites [here](#).



East Elevation -
Clocktower Mural.pdf

Specifications

- Dimensions of the outdoor mural on the external wall – Pascoe Vale Rd:
 - 57.2 m Wide
 - 9.4 m High

- The appointed artist should take into consideration the sustainability of materials used in production. Council encourages the use of water-based acrylic paints wherever feasible.
- The appointed artist will be required to obtain and operate a suitable EWP to install the artwork. The artist must hold the appropriate license(s), supply a suitable spotter, and follow all Occupational Health and Safety (OH&S) requirements outlined in the Risk Assessment and Safe Work Method Statement (SWMS) documentation provided to MVCC.
- Anti-graffiti coating must be applied to the artwork at the conclusion of painting.
- The artist will supply a maintenance manual once the artworks have been installed.
- The artist must guarantee warranty on all materials and be responsible for the maintenance of the artwork without additional fee for one year after installation.

Specifications

- Dimensions of the windows of The Children's Space:
 - 2.7m H x 2.7m W
 - 2.5m H x 3.6m W
 - 2.4m H x 2.7m W

Design assets must be provided in suitable vector format or print-ready high-resolution format for MVCC's graphic designer to review and for printing and installation by external council contractors. Please measure each window whilst on site to ensure accuracy when fabricating vectors.

We invite proposals which:

- Celebrate contemporary artistic practice with preference for realistic and/or illustrative visual styles.
- Demonstrate artistic merit, conceptual rigour, and appropriateness for a diverse, all-ages audience.
- Engage with site-specific context and themes, including but not limited to:
 - The natural environment (flora and fauna)
 - Local landmarks (Queens Park, Clocktower Centre)
 - Local histories (*First Nations stories, migration stories, arts and culture)

*Artists engaging with First Nations stories are required to follow cultural protocols outlined in [Creative Australia](#) to ensure responsible, ethical, and respectful ways of engaging with First Peoples communities and cultural and intellectual property.

Artist Examples

Previously commissioned painted murals in Moonee Valley include:

It's a home to me (2024) by David Booth

This public art project celebrates the unique character of Cooper Street Community Centre in Essendon and the vibrant community it serves.

Memories to keep sake a place (2026) by Jason Parker

Celebrating the everyday rhythms of Moonee Ponds and the memories that connect people and place, the work incorporates 'keepsake' motifs suggested by local community members. Blending still-life and collage with traditions of community mural painting, these symbolic elements reflect the character and shared stories of the area.

3. Commission Budget

The project budget is **\$90,000** (excluding GST) and comprises:

- Artist fee: \$20,000 including superannuation
- Production fee: \$70,000 (including sub-contractors, equipment hires, materials, site preparation, site management, permits, proposed cleaning schedule and maintenance plan. Current Victorian Working with Children Check (Employee), Public Liability insurance of \$10M and Professional Indemnity of \$5M).

4. Submission Deadline

Please submit the **Expression of Interest**, in PDF format, by email or link to an external drive (e.g. Dropbox, GoogleDrive, WeTransfer, etc.) **by 5:00pm on 6 May 2026**, addressed to:

MJ Flamiano, MVCC Public Art Officer: publicart@mvcc.vic.gov.au

- Further information on what to submit is detailed below in section 8. *Selection process.*

7. Timeline

Task	Date	Responsibility
EOI opens	Wednesday 8 April	Council
EOI deadline (5pm)	Wednesday 6 May 2026	Artist
Shortlisted artists notified	Friday 15 May 2026	Council/Artist

Concept refinement & development	Friday 15 May – Thursday 11 June (4 weeks)	Artist
Appointments available with Public Art Officers for advice on individual concept development and presentation (30min, online or in-person)	Wednesday 20 May 2026 <i>Subject to Public Art Officer availability</i>	Council/Artist
Shortlisted artists to present concept design in-person to appointed panel (20 minutes each + 5 minutes for questions) Proposals will be due 3 days prior via email to publicart@mvcc.vic.gov.au	Thursday 11 June 2026 Timeslots and location TBC – Clocktower Room – panel to consist of: <ul style="list-style-type: none"> - Chair (MJ Flamiano) (non-voting) - Head of Visual and Public Art (TBC) or Creative Programs, Events and Activations (Valentina Tansley) - Head of Performing Arts and Asset Development (Natalie Whalley) - Public Art Officer (Kaitlyn Weekes) 	Council/Artist
Successful artist appointed, contracted, and procurement finalised	Last week of June 2026	Council
Artist press kit prepared, media release scheduled	Wednesday 1 July 2026	Council/Artist
Artist is publicly announced	Thursday 8 July 2026	Council
Site visit 1 between Artist, Public Art Officer, and Clocktower Centre staff	Thursday 9 July 2026	Council/Artist
Artist refines concept for up to two rounds of feedback/revision by Council via phone and email	Thursday 9 July 2026 - Thursday 6 August 2026	Artist/Council

4 weeks		
Artist attends Moonee Ponds Primary School to present their mural design to students	Thursday 27 August 2026	Artist/Council
Site visit 2 between Artist, Public Art Officer, and sub-contractors (after completion of tram track relocation works)	Thursday 29 October 2026 or TBC pending works schedule	Artist/Council
Installation methodology, including SWMS and Risk Assessment due	Wednesday 4 November 2026	Artist
Artist statement and signage template due	Wednesday 4 th November 2026	Council/Artist
Installation period and application of anti-graffiti coating	Monday 9 th November 2026 – Sunday 15 th November 2026 TBC pending weather conditions	Artist
Launch event celebration and film screening	Thursday 3 rd December 2026, 5.30pm – 7.00pm at Clocktower Café	Council/Artist
Project completion and evaluation feedback meeting (online or in-person)	10.00am, Wednesday 9 th December 2026	Council/Artist

8. Selection Process

Stage 1 – Expression of Interest

Artists are invited to submit an Expression of Interest (EOI) in response to this brief.

Requirements:

Artists submitting an expression of interest via email should include:

- An outline of the response to the site and brief, including why the commission is of interest to you and how the work will be experienced (1 page maximum)

- A short artist biography and curriculum vitae (maximum 2 pages), including details of experience in delivering projects of similar scale and budget with 2-3 supporting visuals.
- Please note concept designs are **not accepted** at this stage, and no concept fees will be provided for responding to this EOI.

Stage 2 - Shortlisting of Artists

Following the close of the EOI period, a shortlist of three artists will be selected by an appointed panel. Shortlisted artists will be invited to a site visit with a Council representative before developing detailed concepts.

An honorarium of \$1,000 (excluding GST) will be paid to each of the three shortlisted artists for the submission of their concept proposals.

Shortlisted artists will have three weeks to develop their concept proposals to include:

- Detailed design
- Drawings and/or concept renders
- Timeline
- Budget

Artists will be required to present their proposals to the appointed panel in-person at The Clocktower Centre in Moonee Ponds.

The concept design submissions should be submitted to the Public Art Officer **at least three days prior to the scheduled presentation** via (email, Dropbox etc.). Following the presentation, the submissions will be distributed and reviewed by the panel with the appointed artist to be awarded the commission.

Stage 3 – Artist Commission

The commission for the project will be awarded to the appointed artist through a formal contract agreement.

9. Assessment criteria

Artistic Merit

This category evaluates the visual and aesthetic quality of the artist's work, taking into consideration the use of form, colour, composition, and other elements of visual language demonstrated in their portfolio or concept proposal.

- Does the artist’s visual style align with the preference for realistic and/or illustrative styles?
- Does the artist critically engage with the concepts and ideas signified through their visual art practice?
- Do artworks feel contemporary and unique?

Technical Merit

This category evaluates the artist’s technical skills in executing their chosen medium and/or visual style demonstrated in their portfolio or concept proposal.

- Does the artist’s work demonstrate attention to detail and mastery of their chosen mediums/visual styles?
- Does the artist have proven experience delivering large-scale outdoor public artworks?

Appropriateness

This category evaluates the appropriateness of the portfolio or concept proposal based on the brief.

- Does the artist’s public art portfolio demonstrate suitability for all audiences?
- Does the artist’s work reflect suitability for a diverse and changing audience?
- Does the artist's vision align with their resources, capacity, and/or experience?

9a. Selection Panel

The selection panel will include representatives from the City of Moonee Valley’s Arts, Culture & Place Department.

Conflict of interest

We will ask our Selection Panel to declare any conflicts of interest if they stand to gain professionally, financially, or personally from the selection of an artist.

Examples of conflicts of interest may include:

- a) The panel member is in a business or close personal relationship with the artist.
- b) The panel member and the artist share mutual financial interests.

Professional connections, such as industry networks or past collaborations, will not be considered conflicts of interest unless they involve the above scenarios.

How conflicts will be managed: Once a conflict has been declared, the panel member will be excused from the group discussion and final decision on the proposal.