

GUIDELINES AND TERMS AND CONDITIONS

PURPOSE

The purpose of these guidelines is to ensure the management of mural sites along the promenade at Bondi Beach as a space for artists to work in the promotion of art, design, and street art culture.

BONDI BEACH SEA WALL CHARACTER AND DIVERSITY

Waverley Council's vision is to lead the way in being a vibrant and inspiring place that supports its diverse population, creative culture, enriching lifestyle and stunning natural features.

The history of street art on the Bondi Sea Wall dates back to the 1960s. Today, the Sea Wall continues to contribute to the energetic character of Bondi Beach. Waverley Council proudly maintains this dynamic grass roots artistic culture at Bondi Beach by giving street artists, designers, artists, and community groups access to public space, supporting a diversity of murals, and facilitating turnover.

WHO IS ELIGIBLE?

- Individual Artists or Artist Collectives; Individual artists or artist collective who seek opportunities to showcase their skills and achieve public exposure for their work.
- Community Groups; Creative murals developed by community groups, Not for Profit organisations or registered charities, pending content of the artwork.

SITE IDENTIFICATION AND DEMARCATION

Individual mural sites on Bondi Promenade are identified by a number in the bottom left hand corner of each panel. Details of each site will be maintained on a register administered by Council staff.

Council identifies the following areas as commissioned mural sites:

- walls surrounding the skate park
- North Bondi Pool kids pool
- South Bondi, lower level left corner

All other areas are excluded from mural application. Un-authorized murals that appear on these sites will be removed.

SITE USAGE

Waverley Council retains murals on the wall for a period of six months. However, Waverley Council does reserve the right to paint over murals at any time, should the need arise. Artists work removed under the six month minimum will be notified in writing by Waverley Council staff.

NOTE: MEMORIAL MURALS

To prevent the wall from becoming static no further memorial sites will be approved.

Waverley Council currently maintains the following two memorial spaces:

- Bali mural in memory of local resident Chloe.
- Anzac commemorative mural. This wall section is a nominated Council space. The mural may be updated to commemorate other activity.

MURAL APPLICATION PROCESS

All artists seeking permission to paint a mural must apply through the online application system or alternatively submit an application form to visualarts@waverley.nsw.gov.au. If you have any queries please call **9083 8746**

SUMMARY OF THE APPLICATION PROCESS:

- Submit mural application
- Council staff will assess application as per the guidelines and advise artist if the application is successful or unsuccessful within one month. Rangers and Police notified
- Mural completed by permitted artist and added to register
- Council Staff will issue successful applicants a permit

GENERAL CONDITIONS

- The artist or community group must be 18 years and over to apply.
- The artist or community group must complete the application, receive approval and be issued a permit prior to painting a mural.
- The artist must sign the application form. By signing the application verifies that artist/s and/or community group/s agree to comply with all conditions stated in the guidelines.
- Un-authorized murals will be removed

GUIDELINES FOR ARTISTIC USE OF THE SITE

- Designated mural art sites may be used for the development of a piece of artwork.
- Work that reflects Bondi Beach is encouraged.
- Offensive work is not permitted. Offensive means racist, sexist, contains crude language, depicts graphics of a sexual or violent nature, or contains a person's details. Work favoring and promoting a specific religion will not be approved.
- Offensive work will be removed within 24-48hrs.
- The mural site is the property of Waverley Council and Council reserves the right to take photos, video footage and publish images of the site. Waverley Council will acknowledge the artists appropriately in publications and references.

COMMERCIALITY AND SPONSORSHIP

- No brand advertising or commercial logos are permitted on mural
- Artists are permitted to promote their artwork through their signature and artist's URL on the mural. No commercial logos otherwise are permitted. Including:
 - on the artwork
 - put up near the artwork
 - or placed nearby during the creation of the artwork
- Paint and art supply sponsorship is permitted but cannot be referenced, displayed or acknowledged on or near the artwork, it can, however, be referenced on the artists own website or social media.

CONDITIONS FOR PERMIT – SITE PREPARATION AND MAINTENANCE BY THE ARTIST

- 1) In consideration of Waverley Council granting this application, The Artist agrees Waverley Council is not liable or responsible for any claims: by The Artist arising from the exercise of The Artists rights under this permit; by The Artist in connection with being permitted

to paint a mural at the relevant site; or, any damage to The Artist, the mural, or anything; whether or not the claim was due in whole or in part to Waverley Council's negligence. The Artist indemnifies Waverley Council against: all losses incurred by Waverley Council; all liabilities incurred by Waverley Council; and, all legal costs (on a solicitor and own client or full indemnity basis) and other expenses incurred by Waverley Council in connection with any demand or proceeding.

- 2) The Artist retains copyright over their original image. Waverley Council retains the right to reproduce the artist/s image, with the written consent of the artist, free of charge, for the purpose of promotion of the sea wall or associated cultural activities in the Waverley area.
- 3) The Artist must not commence work until in possession of a permit. The Artist must carry the permit at all times when painting.
- 4) The Artist may be required to meet a Waverley Council staff member on site prior to commencement to confirm site allocation and safety measures are being taken by the Artist.
- 5) The Artist must not commence working with paints in any winds. If a breeze blows up The Artist is to cease painting immediately to avoid any chance of paint over-spray onto vehicles in the car park.
- 6) The Artist must use protective material to prevent over spray on the ground and above the mural.
- 7) The Artist must barricade the working area. Witches hats, tape and barriers are appropriate.
- 8) The Artist must provide and use their own safety mask and sun protection.
- 9) Step ladders, or scaffolding used to reach upper wall areas should be secure and WHS/BCA compliant.
- 10) The Artist must manage the mural site in a safe and orderly manner. When completed The Artist must leave the site in a clean and tidy condition. All painted related materials should be disposed of with consideration to environmental safety.
- 11) Costs related to the development of the artwork at the site will be borne by The Artist, including paints, labor, equipment and cleaning.
- 12) The Artist must comply with instruction from Council Officers and the Police.

PLEASE NOTE:

Waverley Council reserves the right to change the status of approved sites or make changes to these guidelines at any time.

For further information please call **9083 8746** or email visualarts@waverley.nsw.gov.au