

Bondi Beach Sea Wall Terms and Conditions

PURPOSE

The purpose of the guidelines are 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 is a major International tourist destination as well as a place for the local community. It hosts a wide and diverse audience of people from all walks of life.

CONTEXT

Our community vision is as follows:

Waverley: Connecting the city and the sea.

A welcoming and cohesive community that celebrates and enhances our spectacular coastline, vibrant places, and rich cultural heritage.

The Sea Wall is an integral part of the creative community in Waverley. Waverley Council is committed to the ongoing support and development of Arts and Culture as outlined in the **Waverley Community Strategic Plan**.

Bondi Beach is one of the most recognized locations around the world and is the second most popular tourist destination in Sydney. It attracts a diverse range of locals and visitors, including families and tourists (both domestic and international)

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 organizations or registered charities, pending content of the artwork. In the event of a charity or not for profit application murals will be awarded based on the quality of the artwork or image of the mural proposal presented in the application.

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. Unauthorized 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 permanent memorial murals will be approved. Waverley Council currently maintains the following two memorial murals:

- Bali mural in memory of local resident Chloe Byron.
- Anzac commemorative mural

MURAL APPLICATION PROCESS

All artists seeking permission to paint a mural must apply through the online application system. If you have any queries please call **9083 8746**

SUMMARY OF THE APPLICATION AND CURATORIAL PROCESS:

- Submit mural application and artwork image/concept design online
- Council staff assess application as per the guidelines and advise artist if the application is successful or unsuccessful
- Council staff issue successful applicants a permit
- Mural completed by permitted artist and added to register
- Subject to submission of a mural proposal that meets the guidelines and terms and conditions Council may allow murals associated with other exhibitions or events at Bondi Beach to be added outside of the normal application process.

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.
- Unauthorized murals that do not comply with Council's Bondi Beach Sea Wall Guidelines and Terms and Conditions will be removed within 24-48 hours where possible.

GUIDELINES FOR ARTISTIC USE OF THE SITE

- Designated mural art sites may be used for the development of a piece of artwork.
- Works that reflects Bondi Beach are encouraged.
- Work is not permitted that is racist, sexist, contains crude language, depicts graphic sexual or violent imagery, preferences a social, cultural or socioeconomic group over another, demeans through negative portrayal of sexual preference or identity, or contains symbols or icons associated with discrimination, current or historical. Work favoring and promoting a specific religion will not be approved.
- 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