

Pathways to Equality Artists Brief

Ashwood and Chadstone Context

The suburbs of Ashwood and Chadstone are some of the most socially and economically diverse areas in the City of Monash.

The Ashwood and Chadstone Community Action Plan, developed by Monash Council with input from the local community, aims to enhance the local area to become an even better place to live, work and socialise.

A key strategy in the plan is 'preventing and reducing family violence' and a subsequent Family Violence Working group was set with up representation from community stakeholders. The working group has implemented a range of activities to address family violence and raise awareness that gender equality helps prevent violence against women.

Eligibility

- Council encourages all artists who are eligible to work in Australia and have a current ABN to apply for this Expression of Interest (EOI)
- Artists must have no outstanding grant acquittals or outstanding debts owing to Council.

Project Themes

The themes of the mural are:

- challenging gender stereotypes
- what respectful relationships look like
- celebrating women and girls
- gender equity.

What is Gender Equity?

Gender equity is a human right, and a leading health priority as it has a significant impact on society. Gender inequality has significant economic and social costs, as well as being a precondition to violence against women.

Gender equity is the process of being fair to people of all genders. Gender equity recognises that within all communities, women, men and non-binary people have different benefits, access to power, resources and responsibilities. Gender equity leads to gender equality, where there are equal rights, responsibilities and opportunities for people of all ages.

This means that gender equity is not about treating everyone the same, but recognises people's different needs and power related to their gender, and works to address these differences to rectify gender related imbalances.¹

¹ Safe and Strong, Victorian Gender Equality Strategy

Gender stereotypes affect people of all genders, and are a key driver of violence against women and family violence. Gender stereotypes start in childhood, so it is important to help people of all ages challenge these.² It is also important to promote equal and respectful relationships between men and women, girls and boys.

The mural aims to engage the public on the key themes of challenging gender stereotypes, respectful relationships, celebrating women and girls and gender equality.

Decals

The Pathways to Equality Project includes strategic placement of four complementary footpath decals (stickers) that will create a trail from Batesford Reserve in Chadstone to Power Neighbourhood House in Ashwood.

Project Site

The railway bridge is between Paringa Court and Power Avenue on Winbarra Parade, and the proposed mural would be on both sides of the railway bridge and two internal walls (indicated by yellow markings).

The site has pedestrian and motor vehicle access in both directions, under the bridge.

Approximate measurements: 1.2 metres x 9 metres x 4.5 metres



² Our Watch, Change the Story, p. 33.

Community Engagement Findings

During April - May 2021, Council asked the Ashwood and Chadstone community about their thoughts on what sorts of concepts and images they would like to see on the mural. The community was invited to share their feedback online through Shape Monash, by email or in person at a community engagement session. Please read the Pathways to Equality Community Engagement Report for detailed responses.

Budget Allocation

Stage	Description	Funding Allocation
Expression of Interest	Open call	\$0
Concept Development	Three artists will be shortlisted to receive \$750 exc. GST per artist for concept design development and budget proposal	\$750 exc GST
Contract awarded/Installation	The community who were involved with the engagement process will select the final design proposals for installation	Up to \$42,000

Artwork Concept Development

Monash Council will select three artists to develop a concept, installation budget and timeline, for which they will be paid \$750 exc. GST.

Monash Council along with community members and other stakeholder representatives will assess the three submissions against a set of criteria outlined within this brief.

One proposal will be selected to be commissioned for installation. A budget of up to \$42,000 is available for the commissioning of the mural.

When quoting on this project the fee must be inclusive of:

- all artist fees associated with the development and creation of the work
- installation costs including wall preparation
- all equipment hire
- public liability insurance and working at height permits
- the costs of anti-graffiti coating to seal and protect the final designs
- safe work methods/risk management plan
- submitting an application to Metro Trains (Council can assist with this).

Artists will be required to conduct research into the site and its context, review the community engagement report, develop and complete the final concept designs and confirm quotes for installation and completion of the mural.

Installation

The selected artist will be responsible for installing the artwork on site and will liaise at all times with the nominated project team member.

Timeframe

- Artists invited to complete a concept design will be notified by **15 June 2022**.
- Artists will be given two weeks to develop their concept design
- Mural installation to commence start of September 2022 and be completed by end of September 2022.

Damage or vandalism

In the case of significant damage or vandalism, including partial demolition, Council will determine the course of action in consultation with the artist where possible. Maintenance of the artwork once completed will be managed by Council.