



Perfect Match Street Art Program 2023 - 2024

Guidelines for Property Owners – Residents, Businesses and Community Organisations

Introduction

The Inner West hosts an outstanding collection of street art, and the Perfect Match Street Art Program brings artists, residents, businesses, and property owners together to foster innovative and contemporary creative expression and fantastic art in public spaces.

Perfect Match is part of Council's multifaceted approach to the prevention and management of unwanted graffiti. Council recognises that unwanted tagging and graffiti can be an issue effecting residents, businesses, the environment and community well-being.

Through the Perfect Match Street Art Program, funding is available for residents, community organisations or business owners to have a street artwork painted on a wall that has been subject to recurrent unwanted graffiti or tagging. Artists can apply to be commissioned by Inner West Council to collaborate with property owners to develop concepts and create site-specific works on walls across the Inner West.

Aims

The aims of Perfect Match are to:

- reduce illegal graffiti and tagging on walls by removing blank canvases;
- support and provide opportunities for artists;
- grow the Inner West's collection of innovative contemporary street art;
- enhance public places and environments through producing site-specific contemporary artworks with meaningful placemaking outcomes;
- use innovative art to highlight and reflect the Inner West's unique places, history, stories and character;
- build relationships between artists and local residents and/ or businesses, property owners and community partner organisations;
- enable residents, businesses and surrounding communities to be involved in the selection and development of artworks at selected properties;
- provide opportunities for artists to contribute to the creative economy; and
- attract existing and new audiences to the Inner West through a program to celebrate the area's unique places, creativity, arts and vibrant culture.

EDGE Inner West

Perfect Match street art commissions are produced in alignment with EDGE, Council's multifaceted precinct-based arts programs. EDGE shines a spotlight on local creatives and their vital contributions to local streetscapes, community wellbeing, lifestyle and economies. Visit: innerwest.nsw.gov.au/edge

Eligibility & Site Selection Considerations

To apply to have a Perfect Match Street Artwork painted on your wall:

- The proposed site must be located within the Inner West Council Local Government Area;
- you must be the owner of the property wall or have written approval of the property owner;

- the wall must be publicly viewable (eg. street facing), preferably at a profile location experienced by local community, passers-by and visitors to the area;
- The wall must be in good condition - no cracks, rust, peeling paint. Or, alternatively you must be willing to have the wall fixed if selected.
- the wall must be a safe distance from electricity wires.
- you must be willing to work collaboratively with the artist and Council to develop the artwork concept, methodology and installation schedule;
- you must be willing to liaise with your neighbours, seek their input and notify them of plans to install the artwork.

When submitting your Property Owner Application, please note:

- Property owner applications are highly competitive. Council receives far more applications than can be funded.
- To determine selected artwork sites, a variety of factors are considered, such as:
 - The location and profile of the wall, overall visibility and benefit to the community, passers-by and visitors to the area;
 - The degree of recurring unwanted graffiti at the site and how the Perfect Match program will support graffiti prevention initiatives;
 - Context of the streetscape and surrounding communities;
 - Heritage zoning and precinct identity considerations; and
 - In some circumstances a Development Application may be required to address zoning issues.

Project Delivery & Responsibilities

If your wall is selected, you will be responsible for:

- working with staff of Council's Living Arts team to select the artist and contribute ideas and information (eg. history, photos or context of the site) to support the artist to develop an innovative and meaningful site-specific artwork for your wall;
- working with Council and the artist to ensure the artwork is not offensive and is appropriate for the site;
- notification of your neighbours to advise them of the artwork concept and plans to install the artwork;
- assisting Council and the artist to access the wall to deliver the artwork; and
- a contribution to costs (if required) such as applying the wall undercoat (in preparation for the artist to apply an artwork) or a graffiti proofing protective overcoat (following completion of work by the artist).

Council and the artist will be responsible for:

- relevant insurances and permits;
- artist fees;
- the cost of materials required for the artist to create and install the artwork.

Funds

Council's Perfect Match funding grants will be given directly to the selected artist for materials and artist fees.

If you are a resident, business or commercial enterprise, Council may discuss options for you to contribute through preparation of your base wall, graffiti proofing or associated costs.

Maintenance

Council's Perfect Match Public Art Program funding covers a one-off fee for the artist to create the artwork. As the property owner, we recommend you fund the cost to apply a graffiti proof coating to the artwork. You will be asked to assist in maintaining the artwork for as long as it is in reasonable condition. The artist will provide a brief maintenance schedule which includes

details of paint and colours used and recommendations for maintaining the artwork. Once an artwork is installed, there is no guarantee that the artwork will remain untagged long term. Council cannot resource ongoing maintenance of the artwork.

Application Process & Timeline

In order to apply, you will need to complete an online form and provide Council with the following:

- A brief description of why you would like to participate in this project.
- If you have a specific artist in mind, please provide artist name and Web links or jpgs of relevant artworks demonstrating the style you propose for Perfect Match.
- Refer below to factors considered by the Public Art Selection Panel when determining selected sites.

Step	Task	Key Dates
1	Property owners complete the online application at: innerwest.smartygrants.com.au/PerfectMatch2023-2024_PropertyApplication	Submissions close: 1 September 2023
2	Council convenes Public Art Selection Panel to shortlist properties and artists from submissions entered.	4 – 29 September 2023
3	Shortlisted residents / business advised and invited to work with selected 'matched' artist to develop concepts for their wall.	4 October 2023
4	Selected 'matched' artists work with residents / businesses / property owners and Council to create artwork concept and installation schedule.	4 October 2023 – 30 June 2024
5	Artists install artworks as part of the Perfect Match Street Art program.	4 October 2023 – 30 June 2024
6	Free Perfect Match Street Art celebrations, tours, pop up activations and events presented as part of the Council's Living Arts program.	4 October 2023 – 30 June 2024

Selection of Artwork Installation Sites

In relation to the selection of artwork sites, please note:

- Property owner and artist applications are competitive. Council receives far more applications than can be funded.
- To determine selected artwork sites, a variety of factors are considered, including:
 - Location and profile of the wall, overall visibility and benefit to the community, passers-by and visitors to the area;
 - The degree of recurring unwanted graffiti at the site and how the Perfect Match Street Art program will support graffiti prevention initiatives;
 - Context of the streetscape and surrounding communities;
 - Heritage zoning and precinct identity considerations; and
 - In some circumstances a Development Application may be required to address zoning issues.

Maintenance & Graffiti Proofing

The project covers a one-off fee for Inner West Council to commission the artist to paint the street artwork. Council and the artist are not responsible for long term maintenance of the artwork. It is anticipated that once a street artwork is painted, the owner of the property will not paint over it for as long as the street artwork is in reasonable condition. As part of Council's Perfect Match Contract and project deliverables, the artist will be required to provide a brief maintenance schedule. This will include details of paints and colours used and recommendations for maintenance of the art.

Depending on sites, Council may offer the property owner to cover the cost to apply an anti-graffiti proof coating immediately following completion of the artwork, which will help to protect the artwork from permanent graffiti and tagging damage. Tags and graffiti will be able to be removed more easily by the property owner with a rag and a product called 'mock off' available at selected hardware shops.

Submit Your Application

Apply online at: innerwest.smartygrants.com.au/PerfectMatch2023-2024_PropertyApplication

If you have any further questions, please contact Kasane Low, Arts Programs Officer, Living Arts at kasane.low@innerwest.nsw.gov.au or phone 9392 5967.