



Perfect Match Street Art 2025–2026 Guidelines for Artists

Background

Street art is a celebrated part of community life in the Inner West, with hundreds of artworks enlivening our local streets and drawing visitors from across Sydney and beyond. The Perfect Match program makes a unique and much-loved contribution to this vibrant scene.

Perfect Match began in 2014 as a Council initiative to tackle unwanted tagging and graffiti, and has now grown to become Council's flagship public art program. Over 170 artworks have been funded through the program to date. New artworks are commissioned through a unique 'matching' process. In each annual round, artists apply to receive a Perfect Match commission while local property owners apply to offer up a public-facing wall as the 'canvas'. Successful applicants are then 'matched' by Council's Creative Programs team, who facilitate the commission and support the artistic process.

Aims

The aims of the Perfect Match Street Art program are to:

- Enhance public places by producing site-specific artworks with meaningful placemaking outcomes highlighting unique places, history, stories and communities
- Foster community pride and wellbeing
- Reduce illegal graffiti on walls by removing blank 'canvas' walls
- Provide work opportunities for artists and contribute to the creative economy
- Build relationships between artists and local residents, businesses and surrounding communities in the development of public art
- Grow the Inner West's collection of contemporary street art
- Attract existing and new visitors to the Inner West

Applications and Budget

Funding of \$5,000 – \$20,000 per project is available to support the production of street artworks in public places that tackle unwanted graffiti and benefit the Inner West community.

Applicants can apply as an Early Career, Mid-Career or Established artist. See below



definitions of Early, Mid and Established artist or street artist for the purposes of this program.

Early-Career Artist	Mid-Career Artist	Established Artist
<ul style="list-style-type: none"> • Have painted 0-10 street artworks; • Consider yourself within the first 4 years of your art practice; • Never painted a street artwork, however have painted on canvas; • Fit within the youth bracket (18-24yrs). 	<ul style="list-style-type: none"> • Have painted 10-20 commissioned street artworks; • Your art practice is an established business; • Should hold relevant licenses; • You are a somewhat known artist within the art or the street art scene. 	<ul style="list-style-type: none"> • Completed 20 or more commissioned street artworks; • Your art practice is a well-established business (GST registered); • Hold relevant licenses; • You are a recognised and known artist within the art or the street art scene.

If you are successful, your artist fee will be determined per the Fee Guide below:

	Early-Career Artist	Mid-Career Artist	Established Artist
Concept Design Fee (draft & final)	\$800 (ex GST)	\$1,000 (ex GST)	\$1,200 (ex GST)
Individual artist fee (includes materials)	\$150/sqm (ex GST)	\$220/sqm (ex GST)	\$250/sqm (ex GST)
Collaboration fee (two artists)	Each artist will be paid 60% of the per sqm individual artist fee + 100% of the design fee each		

Example: A mid-career artist working on a 35m² wall would be paid (\$220 x 35) + \$1,000 Concept Design = \$8,700 total (excl. GST). There is a minimum artist fee of \$5,000 (ex-GST) and maximum artist fee of \$20,000 (ex-GST) per project. Council will not cover travel costs (flights, accommodation, per diems) for artists travelling from outside Sydney.

Artist Eligibility

To apply for the Perfect Match Street Art 2024-2025 program, you must:

- Be an Australian citizen, Permanent Resident or have a valid work visa.
- Be a practicing artist with experience creating painted street artworks/murals or have demonstrated painting ability with paintings on canvas. *Artists without street art/mural experience are invited to apply an Early Career artist.
- Be willing to work with local residents, community and Council to develop the artwork concept.



- Be able to commit to completing the project by no later than 30 June 2026, and if residing outside of Sydney, be willing to fund your own travel expenses.
- Have public liability insurance (PLI) coverage of 20million that covers working at heights
- Be willing to obtain relevant licenses i.e. working safely at heights, yellow card, working underneath powerlines as a non-electrical worker.
- Must not have been engaged by Council for three (3) or more mural commissions since 1 January 2020 (either through Perfect Match or other IWC-funded initiatives). Artists who have reached this number can re-apply in future years.

If you have a specific property in mind, you will need to provide the property details in your application. The property owner is also required to submit an application here: <https://innerwest.smartygrants.com.au/perfectmatch2025property>

Selection Criteria

To apply, you will need to complete an online form. Property owner and artist applications are competitive. Council receives far more applications than can be funded. Your application will be assessed against the following criteria:

- **Criteria 1 – Excellence in arts and creative practice (weighting 50%)**
Rigorous artistic practice and experience demonstrated through CV, quality projects and example artworks. The artist demonstrates a distinctive or original street art or painting style.
- **Criteria 2 – Connection to the Inner West (weighting 25%)**
The artist works, lives, or otherwise demonstrates a strong connection to the Inner West local government area. The artist articulates a strong rationale for applying.
- **Criteria 3 – Experience delivering commissioned work (weighting 25%)**
Proven ability to work professionally with stakeholders, and a willingness to engage collaboratively with local communities, devise an appropriate concept and deliver to a brief on time and budget.

In addition to the above, the Assessment Panel will also:

- consider a spread of new and returning artists to the program each year
- aim to achieve equitable representation of artists from under-represented groups, such as Aboriginal or Torres Strait Islanders, CALD background, persons of colour, LGBTQ+ or persons living with disability.



Timeline

Step	Task	Key Dates
1	Perfect Match Street Art 2025-2026 EOI opens Apply online at : https://innerwest.smartygrants.com.au/perfectmatch2025artist	10 March 2025
2	Perfect Match Street Art 2025-2026 EOI closes	4pm, 7 April 2025 (AEST)
3	Assessment Panel meet to review applications against eligibility and assessment criteria	May 2025
4	Successful artists are contacted regarding wall allocations	1 – 30 June 2025
5	Unsuccessful artists advised of application outcome	30 June 2025
6	Artists contracted. Artists work with Property Owners and Council to create an artwork concept design and install artworks (per timeline agreed with Council).	1 July 2025 – 30 June 2026

Project Delivery & Responsibilities

If your application is successful, funds will be paid directly to you, the artist, as an all-inclusive fee for design and installation. The artist fee will cover:

- design and installation costs (up to 3 revisions to the draft artwork)
- your time (meetings and engagement as required for the success of the project)
- paint and materials required to deliver the artwork.

Council will fund:

- scissor-lift hire for a specified agreed period (if required);
- Ausgrid powerline safety measures (if required);
- anti-graffiti protection coating to a height of 3 metres once the artwork is completed;
- additional licenses or permits required for you to complete the work (e.g. yellow card)

The property owner is responsible for:

- costs associated with preparation of the wall surface
- at their discretion, maintaining the artwork across its expected lifespan (5-7 years) by removing future graffiti tags from the wall. There is no guarantee the artwork will remain untagged long term. Council cannot resource ongoing maintenance of the artwork. Maintenance of the artwork is at the property owner's discretion.

If funded to deliver the artwork, you will be responsible for:

- Holding PLI insurance



- Meetings as required and working with Council staff, relevant community organisations and the property owner to develop the artwork concept and installation schedule.
- Working with Council's Creative Communities team to ensure the artwork is appropriate for the site and not offensive.
- Delivery of an installation schedule and completion of risk assessment form prior to commencement of the work.
- Delivery of the artwork as mutually agreed with Council and the property owner/tenant/strata/business or community organisation.
- Participation in media calls, interviews and public engagements associated with the Perfect Match Street Art program.
- Providing the property owner a maintenance plan on completion (recommendations re: colour chart, contact details, restoration fees)

Submit Your Application

Apply online at: <https://innerwest.smartygrants.com.au/perfectmatch2025artist>

If you have any questions, please contact **Belinda Walter, Producer Creative Programs** on (02) 9392 5784 or email belinda.walter@innerwest.nsw.gov.au