



TOWN TEAM
MOVEMENT

How To Do a Mural Project

Murals and street art are great ways to brighten up an area, inject confidence and build momentum. Here are some tips on how to make it happen.

1. Find a Site

Firstly, you need to find a surface to paint. Ideally for an artist, it would be flat and easy to access. Some artists are able to paint corrugated or deeply recessed brick walls, but it may cost more to complete and they are not the ideal conditions.

Make sure you work out:

- What surface is the wall? Does it need to be rendered or base-coated? Is this something you can do to keep the costs down?
- How can you gain access to the wall? Will it require specialised equipment? Will an artist require a license to hire this equipment?

2. Getting Approval

Different approvals may be required, depending on the type and location of the wall. Ensure you have ticked off all requirements as you don't want the mural to be painted over due to a misunderstanding.

- Who owns the wall or surface? You will need to ask them for approval before you can start planning. Explain what you are doing and why. What are the benefits for the owner (e.g. we'll take care of everything) and the community (it will brighten up and improve the area).
- If it's a privately-owned building, do you have approval from the tenant?
- If it's a privately-owned building, do you have approval from the owner?
- If it's a government-owned building, do you have approval from the council? What are the conditions of approval? Some local governments may require a Building Permit or Council approval of the design before it can go ahead.
- Will any roads or footpaths need to be closed off? Does the local government need this to be managed? Will this incur costs?
- Make sure you keep a paper trail of all approvals in writing.

3. Engaging an Artist

This is probably the most difficult part of the process. Who do you engage? How do you do it? There are a variety of ways to find the artist which is right for you.

Give as much information as possible to the artist.

Details should include:

- a. Is the mural a paid position or not? If it's not paid, will you be covering materials or offer a trade? What can you offer an artist?
- b. State whether you are looking for emerging or established artists
- c. What ideas or themes do you have for the mural? Or does the artist have creative freedom? (ideally, the less pay, the more creative freedom).
- d. Is the mural going to be in or on a commercial premises or private residence? If commercial, please state what your business or company name is.
- e. What are the dimensions of the area to be painted (height and width)
- f. What is the surface (brick, concrete, corrugated iron etc)?
- g. What is the timeframe for completing the project?
- h. Details on the budget (or do you require a quote?).
- i. Leave an email or contact so potential artists can get in touch with you

Engaging an artist you already know of

Probably the simplest process, although you may limit your flexibility regarding costs and mural design. If you are already aware of which artist you would like to engage, you could contact them directly with the details of the project listed above and either ask them for a quote or let them know your budget. They will then either let you know their interest in the project or pass on the opportunity.

Try and not ask for a concept up-front for these types of jobs. Concepts can take days to put together, so asking for an artist to create work for free is a huge ask. An emerging artist may do this to get a foot in the door to a very competitive industry, but established artists will probably turn this down unless the budget is incredibly high (\$5,000 or more) and worth the risk.

You can find different types of artists on an incredibly popular Street Art site called "Streets of Perth". Their links are below:

Website: <https://www.streetsofperthwa.com/>

Facebook: <https://www.facebook.com/streetsofperth/>

Instagram: @streetsofperth

Open Expression of Interest (EOI)

If you are more interested in seeing what artists are interested in the project, you could do a call out for an Expression of Interest (EOI). This is usually where you state the details of the project (as listed above), then ask artists to submit their interest. Either ask for their quote to complete the work, or if you are working within a budget, state this clearly and mention it includes all costs. Ensure you mention if its GST inclusive/exclusive. Get them to submit past examples of their work or a website with these images.

This gives you a larger pool of potential artists to work with. Remember, ask around to see what certain artists were like to work with and if people would recommend them.

Although most artists are highly professional in this industry, there are a few that have caused untold issues for community groups in the past. Talk to Town Team Movement on your potential selection to see if they are aware of, or know anyone who can tell you of their experiences.

You will need to get the word out regarding the EOI to ensure you get the most possible submissions. This can be done in a variety of ways:

- Your social media pages or other community group pages
- Through your local government's e-news or marketing
- Your local newspaper
- Any artist groups. A common one is the *Perth Mural Opportunities for Artists* Facebook page set up by Streets of Perth. This is purely a mural job posting page and has 800 Perth street artists following it.

<https://www.facebook.com/groups/streetsofperthartists/>

4. Funding the mural or art

Although you might need input from the artist regarding costs to complete the project, money can be raised in a variety of ways:

- Fundraising through the community and local businesses
- Fundraising through a fundraising site such as GoFundMe.com or similar (note that you should read all terms and conditions first requiring these sites as they usually take a fee)
- Graffiti Task Force grants –
<https://www.goodbyegraffiti.wa.gov.au/Councils/Funding-Opportunities>
- Grants for community groups. These include:
 - Local government grants (check with your local government to see if they support these types of projects)
 - CANWA: <http://www.canwa.com.au/>
 - Country Arts WA Grants: <https://www.countryartswa.asn.au/>
 - Watercorp sometimes does local community grants
- The building owner or tenant may be willing to contribute
- Department of the Culture and the Arts - <http://www.dca.wa.gov.au/funding/>

Please remember, artists are working in a legit industry and you should aim to pay an artist a fair pay for their work. It is often assumed that artists should work for free or for a little amount as they enjoy what they do. But, artists can't pay for rent or food that way.

Different artists work on different pay scales. This is based on experience, how in demand their services are, the time it takes for them to complete their work and the cost of materials and hire of equipment. If you are limited to a certain budget, make sure you make this clear so everyone is on the same page.

Artists will sometimes take on smaller paying commissions if they are allowed complete creative freedom.

Don't use "exposure" as a replacement to a budget.

If you have a very small budget, you might be able to supplement this with additional items. Can businesses and locals donate services instead? Is the local hardware store or paint shop able to supply paint for free?

Could you supply a photographer, who can take some good-looking snaps of the artwork and provide them to the artist for free to enhance their website or portfolio of work.

5. Putting in place a Contract

Although this isn't necessary, you may want to put a contract together for both the building owner/tenant and the artist. This states the requirements of the job, the budget, payment terms and timeframes for the mural to remain on the wall before it can be painted over. This covers any potential issues that may arise in the future, but if you feel there is a good relationship with all parties involved, this may not be required.

6. Artist Payment Schedule

Artists will usually require a certain percentage of the project paid upfront, in order to purchase materials and pay for other costs. This could be between 10% to 50% (or even 100% if it's a low paying mural). It depends on the circumstances, budget and costs of paints and equipment hire. You will need to discuss this with the artist as they will all have their own way of working.

7. Managing the project

Once all your ducks are lined up in a row, it's just a matter of making sure all the stakeholders are informed and updated and then commence!