



FAQ for Creative Hoardings Pilot Program

1. How do I apply for the Creative Hoardings Pilot Program?

To apply, submit a 150-word response to our brief via the SmartyGrants portal, along with links to your previous work. Expression of interest submissions open Wednesday 24 April 2024.

2. How many artists will be selected for this program?

The panel will select up to six artists for the Creative Hoardings Pilot Program.

3. What are the key dates I need to be aware of if selected?

24 April 2024: Expression of Interest opens.

14 May 2024: Expression of Interest closes.

17 May 2024: Expressions of Interest assessed and shortlisted.

20 May 2024: Concept development and licencing agreement.

27 May 2024: Concept development due.

29 May 2024: Concept feedback round.

20 June 2024: Final submission of artwork.

25 June 2024: Final invoicing.

For further information, please refer to, 'Expression of Interest Guidelines' under 'Timelines' section as part of the artist package.

4. What payments are involved in the program?

Each shortlisted artist will receive \$2,000 as an initial fee for developing their concept. They will then receive an additional \$6,000 upon completion of work.

5. What happens if my artwork is not approved?

Artists will receive feedback on their concepts by Wednesday 29 May 2024, allowing time for any necessary revisions before the final submission deadline on Thursday 20 June 2024. It is crucial to adhere to feedback to ensure approval and payment.

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6. When will I receive my payments?

Payments will be made to the artist in two instalments on two separate dates:

- a. **Concept development fee:** Paid on Monday 27 May after selection.
- b. **Completion and submission fee:** Paid on approval of the final artwork, shortly after the submission deadline of Thursday 20 June 2024.

7. What is the total compensation for participating artists?

Selected artists will receive a total of \$8,000 each, subject to approval of their concept and final artwork.

8. When must all contractual work be completed?

All contractual obligations, including final modifications and approvals, must be completed by Tuesday 25 June to ensure timely delivery and installation of the hoardings.

9. Can I use existing artworks for the Creative Hoardings Pilot Program?

Yes, you can submit existing artworks for consideration. However, ensure that the artwork aligns with the thematic and aesthetic requirements of the program and is suitable for public display on hoardings. Additionally, you must provide information on where the existing art was or will be produced.

10. Does the City Renewal Authority (the Authority) own the artwork once it is submitted?

No, the ownership of the artwork remains with the artist. However, by participating in the program, you grant the Authority the right to reproduce your artwork up to 20 times for display on different hoardings. Additionally, the Authority retains the right to use the artwork in promotional materials related to the program. This includes, but is not limited to, digital and print media, brochures, and other marketing tools.

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11. What is a concept and how must it be presented?

A concept is the central idea behind a work of art, guiding its themes and execution. It can be presented as sketches, drawings, a photo, or other preliminary forms that outline the artistic direction.

12. Can I submit concepts in the expression of interest (EOI) stage of the process?

No, concepts submitted in the EOI will not be assessed. The EOI phase is strictly for gathering interest from potential participants and does not involve the evaluation of specific artistic concepts. Artists are encouraged to submit existing works or ideas that have already been developed to a presentable stage. The selection process will focus on artworks that are ready for immediate consideration and potential display.

13. What defines an "eligible site" for the display of artwork?

Eligible sites are designated areas approved by the City Renewal Authority for displaying artwork. These sites include various development zones under the Planning ACT managed by the ACT Government, adhering to safety and public access standards.

14. What is a hoarding in the context of the Creative Hoardings Pilot Program?

A hoarding is defined as a temporary protective structure that wraps around and safeguards an eligible site during construction or redevelopment. These structures are used as canvases for displaying public artwork within the program.

15. What is the Creative Hoardings Pilot Program?

The pilot program is an initiative by the Authority to utilise artworks, provided free of charge to developers, for display on hoardings within eligible sites. This program aims to enhance urban aesthetics and engage the public by integrating art into everyday environments.

For further information, please refer to the document 'Artist Expression of Interest Guidelines'.

16. How many times can my artwork be displayed under this program?

Your artwork will be limited to a maximum of twenty (20) installation instances. This ensures that your work is being valued, not overused and that multiple artists can showcase their work.

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17. What does “installation instances” mean?

Installation instances refers to the number of times a single artwork can be displayed across different eligible sites. Each display of the artwork at a separate site count as one (1) instance. There is a limit of twenty (20) instances allowed per artwork to ensure diverse artistic representation across the program.

18. Are there specific sites where my artwork can be displayed?

Yes, your artwork can only be displayed at sites designated as eligible by the City Renewal Authority. These sites will be selected based on their visibility, accessibility, and impact potential for enhancing urban beauty and community engagement.

19. Does the program cover all costs associated with printing and installing the artwork on hoardings?

No, the program only covers the licencing of the artwork. The expenses related to the printing and installation of artworks on the hoardings are the responsibility of the eligible site owner. Artists are not required to bear any costs for these processes.

20. Can I submit multiple artworks for display in different installation instances?

No, artists who are successful in being selected as part of the EOI process can only submit one concept. This concept must be in line with the Artist Expression of Interest Guidelines to be successfully installed. This pilot has been designed so multiple artists can showcase their work.

21. How are the locations for displaying artworks chosen?

Locations are chosen based on strategic urban planning goals to maximize public engagement and contribute to the aesthetic improvement of construction sites. Factors include foot traffic, visibility, and the geographical distribution of art installations across the city.