



Moorabool

Shire Council

Request for Expressions of Interest to develop artwork
for McLean Reserve Pavilion Projection

August 2025

ACKNOWLEDGEMENT OF COUNTRY

Moorabool Shire Council respectfully acknowledges the Traditional Owners of the land which includes the Wurundjeri Woi Wurrung, Wadawurrung and Dja Dja Wurrung people. We pay our respects to the Elders past, present and emerging.

1. Project Information

1.1 INTRODUCTION

Moorabool Shire Council is inviting Expressions of Interest from artists to create an illuminated artwork around a new pavilion in McLean Reserve, Ballan.

This opportunity is open to artists residing in Moorabool Shire or those with a demonstrated connection to the Shire.

KEY DATES

EOIs open: 01 September 2025

EOIs close: COB 30 September 2025

Shortlisting, Artist Selection: October – November 2025

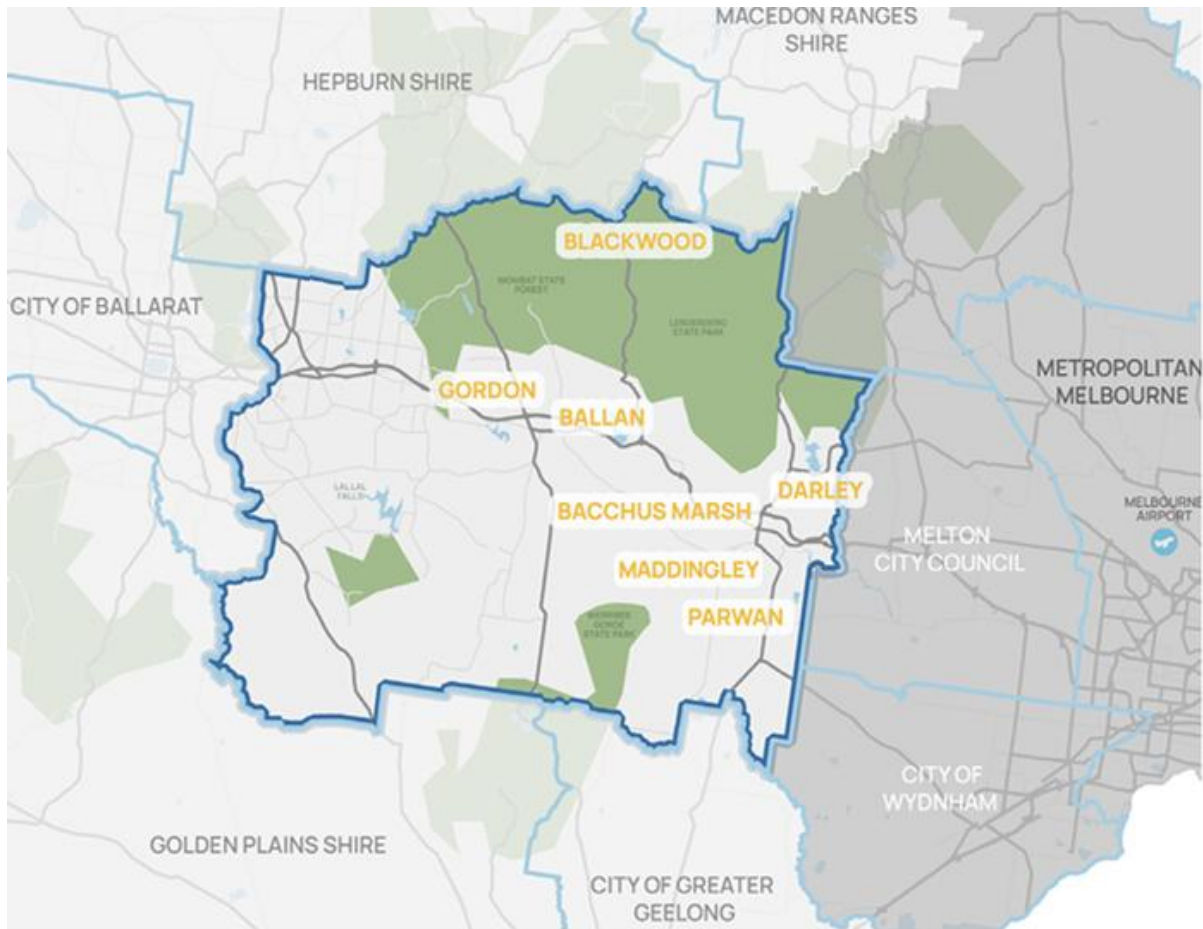
Gobo Production: November – December 2025

Artwork Presentations: from December 2025

1.2 MOORABOOL SHIRE COUNCIL

Moorabool Shire is situated to the west of metropolitan Melbourne, encompassing an area of over 2,110 square kilometres and home to over 39,000 residents. As shown in the adjacent map, Moorabool Shire is strategically located at the gateway to western regional Victoria, between metropolitan Melbourne and the regional centres of Geelong and Ballarat. The municipality is comprised of 64 localities, hamlets and towns, including the key urban centres of Bacchus Marsh and Ballan. Most settlements are small, and rural towns provide support and services for local industry, residents and visitors.

The municipality is a 'Peri-Urban' Council experiencing rapid urban and population growth, particularly in the eastern region of the Shire – across Bacchus Marsh and Ballan – with the number of residents expected to almost double in the next 20 years. This urban development contrasts with the large tracts of rural land and traditional agricultural sector, as well as the large volume of land (74%) comprising water catchments, State Forests, State Parks and National Parks. The collection of natural assets and peri-urban environment creates significant lifestyle and economic benefits for residents, businesses and visitors.



1.3 SITE INFORMATION

Moorabool Shire is commissioning a new public artwork to be projected around the pavilion in McLean Reserve, Ballan, Victoria. This opportunity forms part of recently completed civic works.

As part of Moorabool Shire Council's commitment to enhancing community spaces, the McLean Reserve in Ballan has recently undergone a significant upgrade, revitalising this cherished civic hub. Supported by a \$100,000 grant from the Victorian Government's Council Support Package, the project was designed to improve local infrastructure, encourage community gathering, and celebrate the reserve's historical and cultural significance. The completed project delivers a new sheltered stage area, upgraded playground equipment, interpretive signage, and improved landscaping. The project also included the restoration of the historic horse trough, enhancements to the MAPP Up in Lights outdoor gallery, and the installation of new public toilets, lighting, and drainage systems.

Located at the corner of Fiskin and Inglis Streets, McLean Reserve holds deep historical value, named after A.A. McLean, a long-serving Ballan Shire secretary and engineer. The reserve is home to significant features such as the ANZAC Aleppo Pine and serves as a key gathering space for residents and visitors alike. The recent upgrades were informed by community consultation and concept designs released in late 2024 to reflect local needs and aspirations. With its refreshed amenities and artistic elements integrated into the landscape, McLean Reserve now offers a more vibrant, accessible, and welcoming environment for recreation, reflection, and community events.

2. Artwork Commission

2.1 COMMISSION OVERVIEW

This commission invites artists to create black and white line drawings or patterns suitable for gobo projection. The artwork will be projected nightly for four months around the new pavilion using four gobo projectors installed permanently in the pavilion at McLean Reserve. The lighting infrastructure will be procured separately from this Expression of Interest and artists do not need a background or experience in lighting to participate in this project.

The lighting installation will comprise of four colour changing gobo projectors, programmed to project artwork onto the paving around the new pavilion in McLean Reserve (note these lights are not moving head fixtures). This commission is purely for the imagery or artwork that the lights will project.

Artists should submit the actual work they wish to project onto the ground plane, in a circle format (see 2.2 Artwork Format).

Artists may submit a repeating pattern or up to four different drawings. The drawings must be suitable for gobo technology (no graduated tones), and artists are encouraged to research the effects that can be created this medium.

Successful artwork submissions will be translated to gobo format and gobos produced by Moorabool Shire Council, which will retain them for future presentations at McLean Reserve. The artist fee outlined in this EOI for successful artists is for the ongoing use of the submitted artwork at McLean Reserve as Moorabool Shire Council determines.

2.2 ARTWORK FORMAT

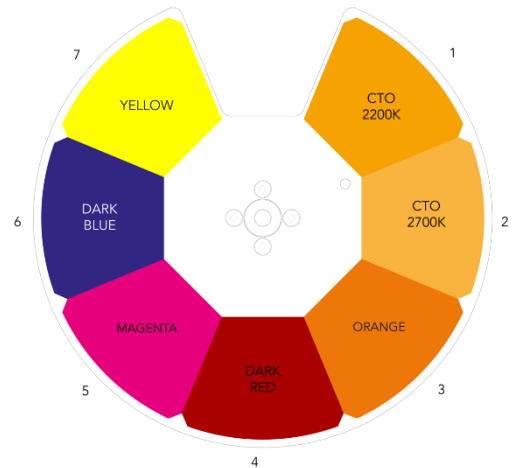
The artwork will be projected using four gobo projectors onto the paving around the pavilion.

The submitted artwork must be black and white line drawings, text, or other approaches compatible with gobo projection. Each artwork should be submitted with a round frame or indicating the circular crop (as gobos are round).

Artwork files should be submitted as vector or 1800x1800 pixel files.

Artists may choose to nominate a colour for each artwork, which will be provided by the lighting fixture. These are limited to: white, dark blue, dark red, magenta, orange, orange 2200k, orange 2700k, and yellow. It is not necessary to nominate a colour.

There are many resources available online about creating artwork for gobos and artists are encouraged to research as needed. However, no technical knowledge is required to be awarded a commission, other than providing compelling imagery in the specifications outlined above.



3. Artist Selection

3.1 SELECTION PROCESS

All interested artists are invited to submit the following to arts@moorabool.vic.gov.au by close of business 30 September 2025:

- The artwork you are proposing.
- Your CV.
- Your address in Moorabool Shire or a short statement outlining your connection to the Shire.

Successful artist/s will be selected on the basis of the image files they submit. These files will, in most cases, be used to create the gobos and as such successful artists will be awarded the commission immediately. For this reason, it is important to submit artworks from the outset that conform to the specifications outlined in 2.2 Artwork Format.

The submissions will be assessed by Moorabool Shire Council's Public Art and Collections Advisory Committee (PACAC), which is made up of industry professionals and community representatives. The PACAC will review submissions and recommend those to proceed for review and approval by Council Executive. Successful artists will be awarded the commission following this approval.

3.2 ASSESSMENT CRITERIA

Proposals will be assessed by how well they:

- Create a compelling experience for the viewer.
- Celebrate local culture and identity.
- Encourage visitation and engagement.
- Inspire connection to the Ballan and broader Moorabool area.
- Past experience and standing of artist(s).

4. Artwork Development

4.1 ARTWORK DESIGN & EXECUTION

The successful artist/s will work with Council as required to resolve any design or technical issues in the production of the gobos.

Council will pay for and oversee the production of the gobos and keep them in perpetuity for future presentations in McLean Reserve. Council will acknowledge the artist every time that their artwork is on display.

The successful artist/s will provide further information about their practice and the artwork as requested, to inform promotion and documentation of the artworks by Council and partners.

Council is solely responsible for determining the timing of the presentation of artworks, at its discretion. It is intended that an initial group of artworks will be commissioned and each artist/s will have their work presented as a “season”, followed by the next. Council reserves the right to alter this approach and may present the works in different programmatic ways. However, each artwork commissioned through this program will be on display in 2026 and the artist/s alerted prior to the presentation of their work in this period.

This brief has been prepared in accordance with the National Association of Visual Arts (NAVA)’s *Best Practice: Commissioning Art in Public Space* guidelines.

4.2 ARTWORK COMMISSION FEES

Each selected artist/s will be awarded a commission fee of \$2000 +GST.

5. Support Material

McLean Reserve civil works project webpage:

<https://www.moorabool.vic.gov.au/Building-and-planning/Major-projects-and-works/Completed-Capital-Improvement-Projects-2024-2025/McLean-Reserve-Upgrade>