

## LANEWAY GALLERY – Artist Brief

Hobsons Bay City Council acknowledges the Bunurong People of the Kulin Nation as the Traditional Owners of these municipal lands and waterways. We pay our respects to Elders past and present and welcome the participation of Aboriginal and Torres Strait Islander peoples as we shape a future in which all thrive.

### Expression of Interest information

Woods Street Arts Space in Laverton invites artists and/or art collectives to showcase new artwork and creative designs for the *Laneway Gallery* exhibition program.

*Laneway Gallery* is an outdoor exhibition space consisting of four billboards and a projection site at the front and side laneways of Woods Street Art Space in Laverton. A component of Woods Street Arts Space's creative programming, the commissioned exhibition space showcases four exhibitions each year, rotating approximately every 3 months.

We strongly encourage applications from the following communities: People with a connection to Hobsons Bay, First Nations, People of Colour, d/Deaf, Disabled, and neurodivergent, LGBTQIA+ and people from lower income or marginalised backgrounds.

Artists and arts collectives are invited to submit artwork responding to one of the following themes:

- Environment
- Social justice and inclusion
- Cultural history and local heritage

A one-off payment of \$1000.00 +GST will be paid to each successful artist/arts collective at the time of artwork instalment.

A maximum of one application can be submitted for the exhibition program per artist/collective.

Expressions of Interest (EOI) can be submitted via [SmartyGrants](#) before **3pm Monday 1 June 2026**.

### The EOI must:

- Clearly demonstrate how the project addresses the selection criteria and themes (max 300 words).
- Include images, mock-ups or videos of artwork indicating visual and conceptual direction of what is proposed to be exhibited.
- Current CV and short biography of artist or collective (One page per artist).
- Concept for a public program or community engagement project (E.g., workshops, artist talks etc).

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Site	Dimensions	Specifications
<p><b>Laneway Gallery front billboard</b></p> 	<p>3040mm W x 2240mm H (including 20mm bleed)</p>	<p>JPEG or PDF File : 300DPI at a minimum of 150 - 300PPI at 25% scale.</p>
<p><b>Laneway Gallery side billboards</b></p> 	<p>2420mm W x 1220mm H (including 10mm bleed)</p>	<p>JPEG or PDF File : 300DPI at a minimum of 150 - 300PPI at 25% scale.</p>
<p><b>Laneway Gallery projection window</b></p> 	<p>1350mm W x 1970mm H</p>	<p>Aspect Ratio: 16:9 - Portrait Orientation</p> <p><b>Please note:</b> Projector is installed vertically. Artwork is to be create in landscape format for viewing in portrait format.</p> <p>Video Resolution: 1920p x 1080p at 30FPS</p> <p>Video Format: H.264 MP4</p> <p><b>Note:</b> Not clearly visible during daylight</p>

Image credit: Adrienne Waljuo, *Women of the West* 2025.

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### Background

Hobsons Bay City Council believes access to arts and culture is integral to a vibrant community and makes a positive contribution to the liveability of a city. The arts enable celebration of diversity, creativity and innovation while participation in arts and culture can help create opportunities to build social connection, understanding and cohesion.

*Creative City* is Hobsons Bay City Council's Arts and Culture Plan. *Creative City* planning is based on five key principles: Cultural vitality, Sustainability, Innovation and Excellence, Participation, and Social Inclusion.

These principles are embedded across six programs and assist *Creative City* contribute to the positioning of Hobsons Bay as a centre of cultural excellence and innovation, helping build a strong creative sector, diverse opportunities, unique experiences and positive outcomes for the city.

### Selection criteria

- A concept that is presented cohesively – visually and conceptually
- Work references local place (Laverton or Hobsons Bay)
- Work demonstrates community value
- Work effectively responds to identified theme/s
- Works that align with Hobsons Bay City Council's [significant themes](#) programming such as Melbourne Fringe Festival, Cultural Diversity Week & Midsumma Festival

### Eligibility

- Artists who study, live, work, reside or have a connection to the western suburbs of Melbourne
- Artists over the age of 18 at time of entry
- Artists who have not exhibited at *Laneway Gallery* in the past 5 years
- **Hobsons Bay City Council employees are not eligible to apply**

### Selection process

- Applications will be assessed by an internal selection panel comprising of industry professionals
- Artists living, working, or studying in Hobsons Bay will be given priority

#### Please note:

*Laneway Gallery* needs to present diverse mediums and themes that contribute to a cohesive exhibition program.

This may impact on artwork selected. *Laneway Gallery* is an exhibition space managed by Council that presents work in a community setting and public space. Council reserves the rights to make decisions on final works exhibited, based on suitability of work for public space.

### Responsibilities

#### Artist Responsibilities

- Acknowledge that artwork has not been exhibited elsewhere (reinterpretations of previous works is accepted)
- Submission of their own original artworks
- Supply any specialised equipment or instructions needed to display or install work, if applicable.
- Provide a current CV
- Provide updated exhibition information, including exhibition title and blurb (70 words) and artist statement (30 – 50 words) at least 4 weeks prior to exhibition, where applicable
- Provide information, if required, for a media release to be developed in conjunction with Council staff



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- Be available for photoshoots, interviews and other publicity opportunities related to the program and exhibition
- Provision of two digital high resolution (1MB to 5MB) images (one landscape one portrait) of artwork and one image of artist/s suitable for publicity and or reproduction. Credit photo files if applicable
- Provision of artwork in required specifications at least four weeks prior to exhibition
- Complete a vendor establishment form at least four weeks prior to exhibition if applicable
- Assist with installation of artwork in association with curator and/or Council staff where applicable
- Be available to work with Council officer/curator in developing content for their exhibition if applicable
- Complete a vendor establishment form at least four weeks prior to exhibition
- Attend special events and meetings related to the exhibition and or Woods Street Arts Space if applicable
- Agree to advise Council if they wish to obtain the exhibition billboards skins at least 4 weeks before exhibition completion
- Acknowledge if they do not advise Council, they wish to obtain the exhibition billboards skins by agreed timeframe, Council holds the right to reexhibit the artworks in alternate locations or repurpose the billboard skins

### Hobsons Bay City Councils Responsibilities

- Coordination of the overall exhibition program
- Costs associated with printing and installation of billboard skins and projection site
- Payment to exhibiting artists within four weeks of exhibition commencement
- Professional marketing of exhibition and program including graphic design
- Exhibition promotion across Council platforms
- Management and cost of public programming and community engagement projects where applicable
- Coordination of fabrication, installation, deinstallation and maintenance of artwork
- Council will credit the artist, referencing the exhibition title, date, and provide links to artists digital platform if artwork is exhibited at an alternate location

### Opening Event

- Council will provide an online soft launch only. If an artist wishes to hold an exhibition opening event, they must notify Council at least eight weeks prior to their exhibition. All costs associated with the launch will be at the artist's expense. Council cannot guarantee an exhibition launch can be accommodated.

### Public programming and community engagement projects

In the SmartyGrants application form, artists are requested to describe a potential public programming or community engagement project that can be delivered during the selected exhibition period. Projects must align with the applicants chosen theme and demonstrate the following key priorities:

- Engages the local community
- Engages diverse or under-represented community members
- Demonstrates community value
- Responds to local placemaking
- Align with Hobsons Bay City Council's [significant themes](#) programming such as Melbourne Fringe Festival, Cultural Diversity Week & Midsumma Festival

**Please note:** Not all proposed public programs will be approved by Council. Artists invited to host a public program or community engagement project to coincide with their exhibition will be paid as per NAVA rates or as negotiated.

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### Key dates

Action	Deadline
Expression of Interest open	Monday 4 May
Expression of Interest close	Monday 1 June at 3pm
Selection process	By Friday 12 June
Shortlisted applicants advised	By Friday 19 June
Artist Agreement signed	Monday 29 June at 3pm

For further information please contact the Arts, Culture and Heritage team at [arts@hobsonsbay.vic.gov.au](mailto:arts@hobsonsbay.vic.gov.au).