

Artist Brief

Warrnambool Tech School

June 2025 |



This project falls upon the lands and culture of the Eastern Maar peoples.

We acknowledge and respect the Traditional Owners of lands & waterways across Australia, their Elders, Ancestors, cultures and heritage, and recognise the continuing sovereignties of all Aboriginal and Torres Strait Islander Nations.

Project Introduction

1. Project Title

Warrnambool Tech School – Cultural Integration and Permanent Public Artwork Initiative

2. Background Information Context:

The Warrnambool Tech School is a forward-looking educational facility being delivered by South West TAFE in partnership with the Victorian Government under the statewide Tech Schools program. This initiative aims to establish innovative, technology-rich learning environments that equip secondary school students with skills aligned to future industries. As a purpose-built STEM (Science, Technology, Engineering, and Mathematics) hub, the Warrnambool Tech School will engage students from across the Great South Coast in immersive, hands-on learning programs that encourage creativity, problem-solving, and critical thinking.

The Tech School is strategically located at the corner of Artillery Crescent and Giles Street, acting as a gateway to the Warrnambool CBD. It shares its premises with the Ngatanwarr (Welcome) Mural, a culturally significant piece created by artist Adnate in collaboration with local Indigenous artists and Elders. This mural stands as a proud and prominent statement of First Nations resilience, culture, and storytelling, making the Tech School's presence in the space a natural extension of this narrative.

Importantly, the decision to develop the Tech School in this location reflects a broader intention to embed cultural significance into educational infrastructure, and to promote reconciliation through design. The project includes not only a commitment to sustainability, innovation, and inclusive learning but also to honouring and incorporating Indigenous culture and knowledge systems from the earliest design stages through to completion and ongoing operation.

Client or Stakeholder Details:

The project is led by South West TAFE, with support from the Victorian Department of Education and local government stakeholders. A Cultural Design Subcommittee has been formed to guide the project's cultural vision. This group includes:

- Elders and community representatives from the Eastern Maar Nations
- Cultural consultants
- Architects and planners
- Educators and representatives from local partner schools

Their role is to ensure that First Nations knowledge and cultural integrity are embedded throughout all phases of the project. The engagement of Indigenous artists as collaborators in the permanent integration of cultural artwork is a key component of this vision.

3. Objectives Purpose:

The central aim of this project is to integrate meaningful, permanent Indigenous artwork into the architectural and cultural identity of the Warrnambool Tech School. This integration will:

Enrich the learning environment through cultural expression and storytelling

Provide a visible and lasting acknowledgment of First Nations Peoples and their enduring connection to Country

Strengthen ties between students, educators, and the region's diverse Indigenous communities

Promote inclusivity and ensure the space is culturally safe, welcoming, and representative of all students

The artwork is not intended to be decorative alone; it is to become an essential feature of the school's design and identity, woven into its physical structure, programming, and public engagement efforts. It will serve as an enduring statement of cultural respect, historical truth-telling, and shared commitment to the values of inclusion and community.

Message:

The artwork should communicate themes of:

Cultural identity and resilience, particularly of the Eastern Maar Peoples

Connection to Country, waterways, landscapes, and ancestral stories

Innovation grounded in tradition, symbolising the fusion of STEM learning and cultural knowledge

Respect, belonging, and safety, ensuring all students, especially First Nations students, feel seen and valued

Collaboration, reflecting the shared effort of community, education, and industry in shaping a better future

The intent is to create a space where culture and curriculum coexist, where students understand that technology and tradition are not mutually exclusive, and where learning is enriched by diverse perspectives and historical awareness.



Artwork By: Street Artist Adnate
Photograph source: discovery holiday parks

Context

4. Target Audience

The Warrnambool Tech School is designed to serve secondary school students from across the Great South Coast region, including the local government areas of Warrnambool, Moyne, Corangamite, Glenelg, and Southern Grampians. This catchment includes both urban and rural communities with diverse social, economic, and cultural backgrounds. For many students, this will be their first experience engaging with a cutting-edge STEM facility, making it essential that the space feels welcoming and reflective of the communities they represent.

In addition to students, the Tech School will host a wide range of users and visitors, including:

- Partner school students and visiting educators
- School leadership teams and education professionals
- Industry representatives involved in co-delivering learning programs
- Local families, Elders, and cultural leaders
- Community members

Importantly, the Tech School is not solely a facility for Warrnambool—it functions as a regional hub for innovation and education, serving and connecting communities across the entire Great South Coast. This region is home to the Eastern Maar Peoples, whose deep cultural knowledge and strong connection to Country are central to the identity of the land. Any artwork or cultural design elements should acknowledge this broader regional context and aim to resonate with students, educators, and visitors from across these diverse communities.

Audience Preferences:

- The school community, along with its broader stakeholders, values:
- Authentic representation of First Nations culture, visibly and respectfully integrated into the design
- Permanent, visually striking artwork that is educational, meaningful, and non-tokenistic
- A learning environment that balances contemporary design with cultural tradition
- Interactive or interpretive elements that deepen understanding and engagement
- A safe, inclusive, and respectful space that supports equity and cultural safety for all

The inclusion of permanent Indigenous artwork, developed through genuine consultation and collaboration, will signal the school's deep commitment to cultural continuity, representation, and co-ownership with First Nations communities. Artists involved in this initiative are encouraged to consider how their work can reflect both local identity and the regional breadth of the Great South Coast community.

Engagement

During the planning and design of the new school building, the project team has undertaken First Nations engagement as described below:

Tech School Architect Introductory Meeting with Indigenous Leaders

26th November 2024

Warrnambool Tech School Cultural Design Scoping

24th January 2025

Cultural Design Sub Committee Meeting 1

28th March 2025

Artwork Brief

5. Scope of Work

Description:

The Warrnambool Tech School seeks to commission artwork that reflects its commitment to innovation, inclusivity, and deep cultural respect. The artwork will be a permanent feature of the school's built environment and must respond to the project's core principles, including:

Honouring and Connecting to Country: Designs should reflect and celebrate the local landscape and heritage through a lens of sustainability and cultural connection.

Cultural Representation: The artwork must authentically integrate First Nations stories, symbols, and perspectives, with preference given to Eastern Maar artists.

Country as a Learning Tool: The artwork should serve an educational purpose—sparking curiosity, deepening understanding, and enhancing engagement with First Nations knowledge.

Artwork Integration: The artwork will be embedded into the architecture or landscape, contributing to the school's visual identity and cultural significance.

Medium and Materials:
The artist may work across a variety of mediums, including (but not limited to):

- Painted murals
- Digital artwork for display on digital screens
- Engraving or etching on built surfaces
- Laser-cut perforated metal designs
- Applied decals for glass or walls
- Sculptural or aquatic elements

Environmentally conscious and non-toxic materials are preferred, aligning with the school's sustainability objectives. Where the artwork is to be fabricated as part of architectural finishes (e.g., metalwork, glass, paving), the artist will supply the digital artwork/design files, with fabrication and installation handled by the Contractor.

Size and Dimensions:
Dimensions will depend on the selected artwork location. Options for the location of artwork have been noted below:

- Entry fencing (perforated metal)
- Entry canopy (metal panel cladding)
- Landscape paving (etched/engraved concrete)
- Digital screens (wall-mounted and in-ground)
- Internal glazing (vinyl decals)
- Soundscape Art

See further details on next pages.

Format:
The artwork may be physical, digital, or a hybrid, depending on the location and integration requirements.

- 6. Timeline**
Open RFT - Wednesday 2nd July 2025
Close RFT - Wednesday 23rd July 2025
Artist appointment - Mid August 2025
Concept complete - Mid October 2025
Fabrication documents (if required) - March 2026
Artwork install complete - End July 2026

Program post artist appointment is preliminary and subject to type of artwork proposed and builders program.

7. Budget
Total Available Funding:
Up to \$20,000 AUD (excl. GST)

Breakdown:
Please note that the figure above will need to include all costs including the following, but can exclude items that are already specified in the construction:
Artist Fee (design, meetings, coordination)
Materials and Supplies
Installation Costs (if applicable to artist's medium)
Insurances, licensing, and documentation

Notes:
If digital designs are supplied for integration into permanent building elements (e.g., glass, lining panels), the Contractor will cover fabrication and installation.

If the artist creates a hand-painted mural or similar installation-based work, they will be responsible for all associated costs.

8. Style and Aesthetic Preferences
Visual Style:
Culturally resonant, and meaningful
Respectful integration of First Nations motifs, stories, and symbolism
Aesthetic harmony with the architectural form and materials of the building
Interactive or layered storytelling approaches are encouraged

Preferred Themes:
Connection to Country
Cultural continuity and resilience
STEM innovation through Indigenous perspectives
Youth, learning, and community

9. Logistics
Location:
Multiple artwork sites have been identified see detail on next pages

Installation:
Site access and timing will be coordinated with the Contractor. A Working with Children's Check will be required to be on site.
Artist must provide a Risk Assessment for any installation.
A Safe Work Method Statement (SWMS) is required for works conducted at height or with tools.

10. Constraints and Requirements
Technical Requirements:
Artwork must be suitable for long-term exposure if installed externally
Materials should be durable, low-maintenance, and non-toxic
Digital artwork must meet resolution and file format requirements (provided by the design team).
Digital artwork that is/or can be converted to scalable vector graphics.

Legal and Ethical Considerations:
The artwork must be original and culturally appropriate
Artists must hold copyright and grant usage rights for architectural and educational purposes
Separate licensing agreements will be arranged for any use in branding or promotional materials

11. Evaluation and Approval
Feedback Process:
The artist will engage in a scheduled review meeting with the design team, school leadership, and community representatives
Feedback will be collaborative and culturally informed, with revisions expected before final approval

Approval Process:
Final approval rests with a review panel comprising the Cultural Design Subcommittee, the school leadership team, and project architects

12. Contact Information
Primary Contact TBA

Artwork Brief

Possible Location - Perforated metal entry perimeter fencing

The perimeter fencing presents an excellent opportunity for impactful artwork, creating a visually striking feature not only for visitors to the Warrnambool Tech School but also for those passing by on the busy streets. Beyond its aesthetic appeal, the fencing plays a crucial role in ensuring student safety while also serving as a wind and rain barrier, protecting the school from the harsh southerly coastal conditions.

Positioned along Artillery Crescent and Giles Street, the fencing occupies a highly visible location due to the natural landfall, making it a prominent feature of the site. While the material/colour selection is yet to be finalised, it will need to be durable and resilient, capable of withstanding the harsh coastal conditions.



Street View of Fencing from Artillery Crescent



View of Fencing from the student outdoor area



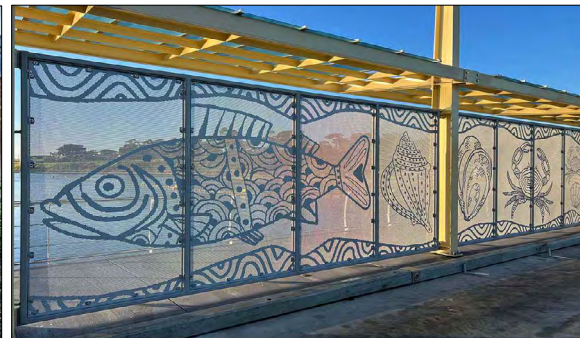
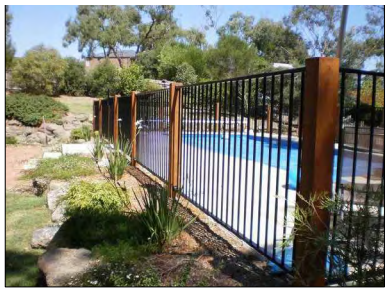
Street View of Fencing from Artillery Crescent



View of Fencing from the student outdoor area



Landscape plan detailing the extent of fencing



Concept images from landscape architect

Artwork Brief

Possible Location - Perforated metal on entry canopy

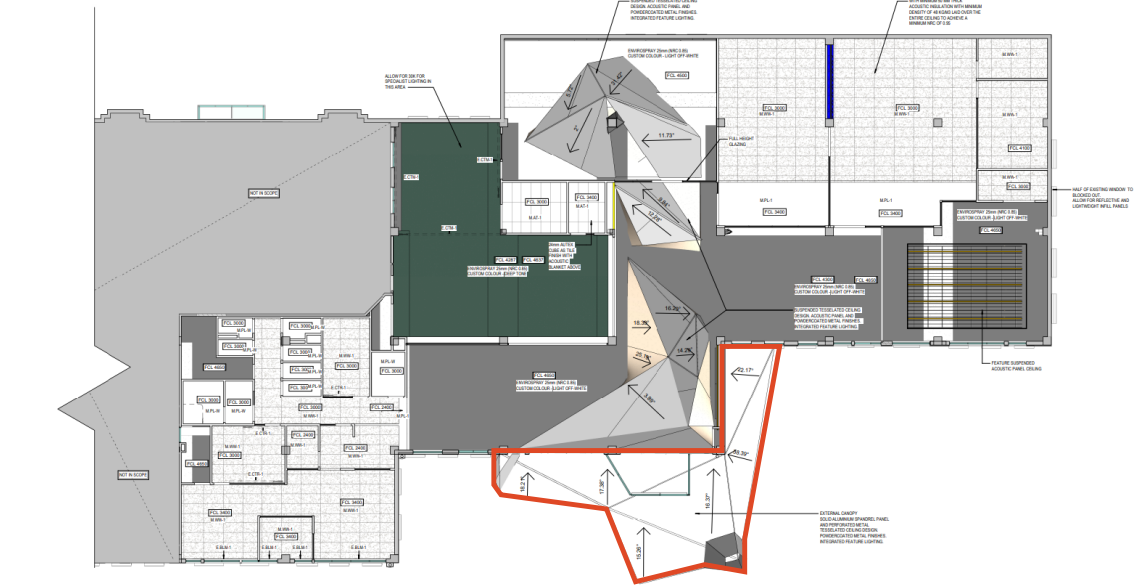
The canopy provides a point for excitement and wow before entering the building, it creates an identity for the Tech School. Positioned along Artillery Crescent and Giles Street, the canopy occupies a highly visible location. While the material/colour selection is yet to be finalised, it will need to be capable of withstanding the harsh coastal climate.

The canopy design and form was synthesised through the combination of abstracting Warrnambool's dynamic jagged coast line, the movements of whales migrating through the area and the Ngantanwarr Welcome Mural which informed the colour, acknowledging the historical, cultural and social significance of the Mural.

The Canopy's skin could be comprised of a combination of solid and perforated powder coated sheet metal which could illuminate a custom design with integrated lighting. Please note the colour and triangular shapes are indicative of possibilities only, and have not been selected.



Elevations detailing the extent of canopy



Reflected ceiling plan detailing the extent of canopy



Street View of canopy from Artillery Crescent



Street View of canopy from Artillery Crescent



Night view of canopy from the student outdoor area



View of canopy from the student outdoor area

Artwork Brief

Possible Location - Engraving in landscape paving surfaces

An artist can design and create engravings into the paving throughout our outdoor landscape. These engravings will serve as an important part of the school's connection to its cultural and natural surroundings, offering a meaningful and visually impactful way to honour and celebrate Indigenous heritage.

Artists are encouraged to incorporate traditional and contemporary Indigenous design elements, symbols, or storytelling techniques that resonate with the values of the school and the local community. The engravings will be integrated into the landscape as a permanent feature, creating a lasting cultural imprint that engages visitors and students while fostering a deeper connection to the land. This is an exciting opportunity for Indigenous artists to contribute to the outdoor space and leave a creative, enduring mark that reflects their culture and stories.



Landscape plan detailing the extent of paving



Concept images from landscape architect

Artwork Brief

Possible Location - Decals on internal glazing

We invite artists to create a design for unique decals for the internal glazing throughout our building. These decals will serve as both wayfinding elements and a powerful creative expression, guiding visitors and students while giving each classroom its own distinct identity.

We encourage artists to draw on their cultural heritage, storytelling, and design practices to create artwork that reflects the values and environment of the school, and which honours the richness of Indigenous culture. The decals will be a permanent feature, enhancing the architectural design and creating a lasting connection to the land and community. This is a valuable opportunity for Indigenous artists to contribute to the identity of the building and share their creativity in a meaningful way.



Plan detailing the extent of internal glazing needing decals



View of internal glazing from Multi-purpose Space



View of internal glazing from Multi-purpose Space



View of internal glazing from Multi-purpose Space



View of internal glazing from Fab Lab

Brand Architects

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