

ARTIST BRIEF

Mural at Wāihirere Lane Entrance Tauranga City Centre

Overview

As Tauranga City Council's cornerstone partner for arts, culture and creativity, Creative Bay of Plenty supports the development of public art throughout the city, and particularly in the city centre area. Tauranga City Council has committed over \$300 million of investment in Tauranga's city centre over the next six years to transform the area into a vibrant and welcoming place.

This includes the Te Manawataki o Te Papa civic precinct, comprising a new library, museum, event and exhibition space, and civic whare. There will also be improvements to the waterfront, projects to facilitate movement around CBD, upgrades of public spaces such as Masonic Park, and facilities upgrades.

Public art in city centres often mirrors the intensity and diversity of urban life, using bold forms, layered narratives, or interactive elements to echo the constant movement of people and place. Such works can transform busy environments into moments of pause and reflection, revealing the social, cultural, and architectural layers that shape a city's identity.

Mural Commission – side of building at 117 Willow St, Tauranga

To complement this development plan, Creative Bay of Plenty is seeking artist submissions for the development of a large-scale mural in a highly visible site in Tauranga's city centre. The wall is on the side of a building at 117 Willow Street, adjacent to the back of 36 Wharf Street [Pollett Legal] and the entrance to Wāihirere Lane, and directly opposite the new library building [see Site Images in **Appendix**].

This is a large wall and the building owner/manager has a preference for a mural that will run along the lower half of the wall, as well as the higher vertical area on the right hand side. However, if you have a design that might cover more than this for best effect, we are keen to see your concept. The wall has recently been waterproofed and painted, so is in excellent condition.

It should be noted that there is currently no funding put aside to develop the mural, however the building owner/manager plans to apply to Tauranga City Council's Public Art Fund and other sponsors once an artist has been selected to cover the costs of the full commission. Note that the Public Art Fund is a contestable fund, so the outcome won't be known until the assessment process has been completed.

Design Considerations

There is no fixed design concept for the artwork. Artists are encouraged to draw inspiration from wherever they feel is most relevant - whether the surrounding landscape, local stories and narratives, the site itself, or other sources of inspiration.

Artists may also wish to consider the wall's close relationship to the new Tauranga Library building and the opportunities this creates for the artwork to connect with the wider precinct. The concept should also complement the existing murals in the vicinity, including the mural on the rear of the Pollett Legal building at 36 Wharf Street and the murals along Wāihirere Lane.

Lastly, the mural should be created with materials to ensure it retains its presence over time, including protection with graffiti guard or an equivalent product. Maintenance will be managed by the building owner/manager as part of their routine upkeep of the building.

Artist Responsibilities

For this commission, the artist will be responsible for the following:

- All materials to create the mural, including paint, brushes, rollers, drop sheets.
- Equipment hire, including WorkSafe certification if a scissor lift or cherry picker is required.
- Protective gear, eg high visibility vest.
- Any additional project management or administration support.
- Travel expenses to and from the site.
- Applying a coat of graffiti guard to the safeguard the mural once it has been completed
- Completing the Health and Safety Risk Assessment form as it pertains to the site [see the **Appendix** to this document] and returning it to annie@creativebop.org.nz.
- Ensuring that the final work accurately reflects the approved design, with no designs, images or words included that may be deemed offensive.
- Note the mural site is adjacent to a private car park, so traffic management is NOT required for this commission.

Building Owner/Manager Responsibilities

For this commission, the building owner/manager will be responsible for:

- Securing funding to cover the full costs of commissioning the artwork.
- Ensuring the wall is in a good condition for painting to commence.
- Providing access to the site by preventing cars from parking adjacent to the wall during the painting process.

Creative Bay of Plenty Responsibilities

For this commission, Creative Bay of Plenty will be responsible for:

- Supporting the building owner/manager during the assessment of artist submissions.
- Providing documentation to secure the commission, including an MOU between the artist and the building owner/manager
- All promotion and publicity, both during the creation of the artwork and when it has been completed.
- Ensuring that the Agreement is construed and will take effect in accordance with the laws of New Zealand.

Submission requirements

To be considered for this commission, we are seeking proposals containing the following information by **12pm on Wednesday 30 September 2026**:

- A sketch / concept of your design.
- A short description of the intended design and its relationship to the design considerations.
- A quote to deliver the mural, as per the “Artist Responsibilities” in the artist brief, supported by a detailed budget.
- Examples of your previous work.
- An estimate of the amount of time it will take to complete the mural.
- Your availability to complete the mural in, preferably in **December 2026 or January 2027**.

Please send your proposal to annie@creativebop.org.nz.

Assessment Process

Proposals will be assessed by a panel selected by the building owner/manager considering the following:

- The artist’s style;
- The concept design’s reference to the design considerations;
- The cost of delivery; and
- The timeframe for delivery.

Appendices

1. Template for Budget Considerations
2. Health & Safety Risk Assessment Form
3. Site Notes
4. Images of the Site

Artist Budget Considerations

This template is not intended to be exhaustive but gives some ideas about potential costs to deliver a mural that you will need to consider.

Project Costs		
Item	Examples & Considerations	Amount
Artist Fee	Fee to pay the artist for the commission	
Project Coordinator / Curator	Any additional paid support, eg project management / administration	
Materials for Artwork	Including paint, rollers, brushes, drop sheets etc	
Site / Surface Preparation	The wall has been waterproofed and painted recently; however a light cleaning may be required.	
Graffiti Guard or an Equivalent Product	To be applied once the artwork has been completed	
Equipment Hire	Cherry picker, scaffolding, elevated work platform	
Health & Safety	You need a health & safety plan developed, include items like protective gear, high vis vests, road cones	
Insurance	Public liability, indemnity	

Health & Safety Risk Assessment

The items on this form are to give you an idea of the types of health and safety risks you need to consider for the site. Delete any that do not apply and include additional considerations that you have identified.

DATES OF WORK:	COMPANY NAME:
ARTIST NAME:	ARTIST SIGNATURE:
LOCATION OF WORK [site address]:	RETURN FORM TO: Annie Hill, Creative Bay of Plenty Email: annie@creativebop.org.nz
DESCRIPTION OF WORK BEING UNDERTAKEN AT THIS SITE:	

Risk Assessment & Control Measures: Visually inspect the site and record all risks and methods to manage the risk [that is or could be associated with the work that you are about to perform]. Should conditions or the tasks you perform change, add any additional risks and mitigation to the list. Ongoing monitoring of any risk control measures is required to ensure that they remain effective for the duration of the work. Some common risk and control measures are recorded below. Please include any additional site-specific risk and control issues to this list.

POTENTIAL RISKS OR HAZARDS IDENTIFIED	CONTROL MEASURES IN PLACE
Pedestrian Traffic	Ensure an unobstructed walkway past the wall is maintained so that pedestrians don't have to leave the path. Consider pram and wheelchair access.
Tripping Hazards	Adopt good housekeeping procedures by ensuring all equipment is out of the way.
Road Traffic	Be aware of passing traffic; ensure your vehicle is parked legally.

Site Notes

Site Address & Access:	The wall is on the side of 117 Willow Street, adjacent to the back of 36 Wharf Street [Pollett Legal] and the entrance to Wāihirere Lane. The private car park behind 36 Wharf St / the side of 117 Wharf St will be available for both vehicle and foot access to the site. This is a large wall and the building owner/manager has a preference for a mural that will run along the lower half of the wall, as well as the higher vertical area on the right hand side. However if you have a design that might cover more than this for best effect, we are keen to see your concept. The wall has recently been waterproofed and painted, so is in excellent condition.
Ownership:	Malcolm Fraser & Dwg Trustee Limited D & M Partnership, PO Box 1137, TAURANGA NZ 3144
Legal description:	LOT 1 DPS 75454, LOT 2 DPS 75454
Health and Safety:	The size of the wall means the artist will need to work at height, so a WorkSafe Certificate will be required.
Other Considerations:	The wall is in good condition, has been waterproofed and painted. However given the time lag between commissioning the artist and work commencing, a light cleaning may be required prior to work commencing.

Site Images





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