

# “Opportunity for locally connected Aboriginal artists”

## Expressions of Interest

### Woolgoolga to Ballina Pacific Highway upgrade Aboriginal Art Trail

As part of the Woolgoolga to Ballina (W2B) Pacific Highway upgrade project, Transport for NSW has engaged Balarinji to work with key Aboriginal stakeholders including local Aboriginal Elders, Aboriginal knowledge holders and Aboriginal artists to develop concept artwork for the W2B Aboriginal Art Trail.

#### Who?

Aboriginal artists and creative thinkers with a connection to the local Gumbaynggirr, Yaegl and Bundjalung communities.

#### When?

Artists would need to commit to three workshops in April, June and July this year. These workshops will be held in various locations between Woolgoolga and Ballina.

#### Why?

We are looking for expressions of interest from locally connected Aboriginal artists who would like to be involved in developing artwork that depicts stories from Gumbaynggirr, Yaegl and Bundjalung narratives.

#### Apply?

Spaces are limited. We are looking to appoint a total of ten locally connected Aboriginal artists. Please send a brief summary of information about **your work**, **yourself** and **your connection** to Gumbaynggirr, Yaegl or Bundjalung Country to [pacifichighway@balarinji.com.au](mailto:pacifichighway@balarinji.com.au) or contact us on 02 9908 2416. Artists selected will be paid for their time and the artwork they develop.

**Expressions of interest close, Friday 27 March 2020**

## Frequently asked questions

### What is the W2B Pacific Highway upgrade?

The W2B project is Australia's largest regional infrastructure project and will duplicate about 155 kilometres of the Pacific Highway. The project starts about six kilometres north of Woolgoolga and ends about six kilometres south of Ballina. The project passes through Gumbaynggirr, Yaegl and Bundjalung Nations.

### What is the W2B Aboriginal Art Trail?

The Art Trail is a vision to tell the stories of the ancient travel routes (Songlines) and creation of stories that have been around long before the Pacific Highway.

### Where will the artwork be located?

Artwork is planned for 13 locations, including rest areas and bridge safety screens between Woolgoolga and Ballina.

### Who is Balarinji and what is their involvement in the project?

Balarinji is a leading Aboriginal-owned strategy and design agency, based in Sydney for 20 years, with experience facilitating opportunities for local Aboriginal people to benefit from.

### Who will Balarinji be working with?

Balarinji will be working collaboratively with Gumbaynggirr, Yaegl and Bundjalung Aboriginal key stakeholders to facilitate the local story telling.

### What is the consultation process?

Balarinji's co-design process directly involves the local Aboriginal community in collecting the site's narrative, as well as in the artistic and interpretive expression of the narrative within the project. This approach allows for a deeply connected and authentic response to place by local artists and creative practitioners. It places local Aboriginal Elders and Knowledge Holders at the centre of decision-making.

### How many artists will be engaged?

In consultation with the key stakeholders, Balarinji will engage up to ten locally connected Aboriginal artists to develop the concept artwork that depicts these stories.

This is an opportunity for local artists to showcase their work, gain experience, build their skills and be mentored by an Aboriginal business with an excellent national and international reputation.

## How do I apply?

Please send a brief summary of information about **your work**, **yourself** and **your connection** to Gumbaynggirr, Yaegl or Bundjalung country to [pacifichighway@balarinji.com.au](mailto:pacifichighway@balarinji.com.au) or contact us on **(02) 9908 2416**.

## How will artists be selected?

Artists will be selected based on the below criteria.

### Essential criteria:

- Is the artist endorsed by the local Gumbaynggirr, Yaegl or Bundjalung community?
- Has the artist answered the Expression of Interest (EOI) criteria (this list)?
- Was the artist able to provide appropriate past examples of work?
- Has the artist demonstrated a commitment to the project and the requirements?
- Would the artist be willing to work as part of an artist's group?

### Beneficial but not essential criteria:

- Has the artist undertaken public art commissions in the past?

## How will Balarinji protect the intellectual property of the workshop participants?

Artwork workshops are an exchange of ideas to ensure the Aboriginal voice is heard in relation to the project. Intellectual property such as knowledge, stories and designs remain with the creator of those works.

## W2B Aboriginal Art Trail

### Proposed artwork locations



### Locations

<b>1</b>	Arrawarra interchange overbridge	<b>6</b>	Pine Brush rest area northbound	<b>10</b>	Mororo rest area southbound
<b>2</b>	Arrawarra rest area southbound	<b>7</b>	Tyndale interchange north overbridge	<b>11</b>	Woodburn interchange overbridge
<b>3</b>	Range Road interchange overbridge	<b>8</b>	Maclean interchange overbridge	<b>12</b>	Broadwater interchange overbridge
<b>4</b>	Glenugie interchange north overbridge	<b>9</b>	Iluka interchange overbridge	<b>13</b>	Coolgardie interchange overbridge
<b>5</b>	Pine Brush rest area southbound				