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DEPARTMENT OF PLANNING, LANDS AND HERITAGE	
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# COLLIE MURAL ART PROJECT



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**PREPARED FOR:**

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Premier and Cabinet

# EXECUTIVE SUMMARY

The Western Australian Government, through the Department of Premier and Cabinet, is interested in exploring the feasibility and cost implications of creating a cultural and tourism asset in the South West Region of the State, more specifically in the town of Collie and incorporating the Wellington Dam.

The project presents a unique opportunity in providing a '*strategic economic and social impact for the South West region by strengthening Collie's attraction as a tourist destination for local, national and international visitors.*'

The concept for the project is to commission a group of 6 individual artists, guided by a lead artist, in creating five large murals within the town of Collie and one mega mural on the wall of the Wellington Dam.

This report evaluates the logistical and technical implications of the project, cost implications and timelines. It should be noted that this report is not exhaustive in its findings and as the project presents a number of unknowns around methodology, some variations to timeline and cost may be experienced.



# THE CONCEPT

Since 2015, mega murals have been used in Western Australia and around the country to provide new reasons for thousands of people to visit regional towns. To date, these mega murals have largely been commissioned on the side of grain silos, often forming what is known as a Silo Trail.

Western Australia currently has one Silo trail, starting in the Wheatbelt town of Northam, 97 kilometres east of the Perth CBD. The trail spans over 1,000km, through 6 agricultural towns, namely Northam, Merredin, Katanning, Pingrup, Newdegate, Ravensthorpe and finishing in the regional city of Albany.

The concept for the Collie Mural Art Project is to enhance the profile of the town of Collie and the local region as a destination by commissioning an internationally recognised street artist to paint a mega mural across the Wellington Dam, located within the Wellington National Park, 29km from the Town of Collie.

This mega mural would be supported by 5 additional murals, spread throughout the town of Collie. These murals would be commissioned by 5 separate artists and while different, all 6 pieces would be bound together thematically. While the Wellington dam mural would form the centrepiece to the project, these 5 town murals would stand on their own with regard to quality and significance. The town murals would be the key in getting people to the town, rather than just the Dam.

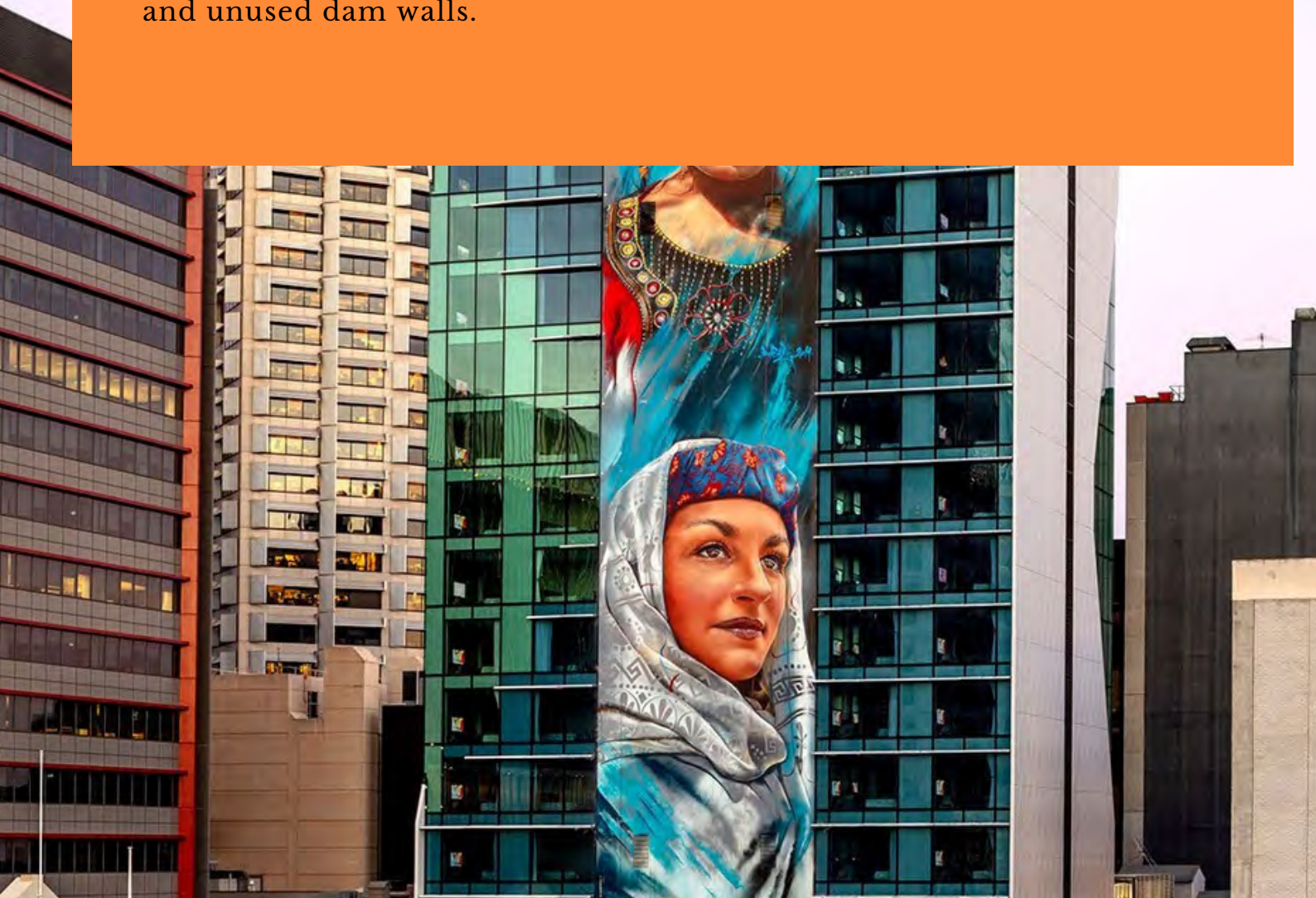
An important element to this project is local content and community involvement. This may be achieved through a number of ways, theme/concept development, supply from local business, inclusion of local & regional artists or the involvement of locals in the process of painting (the people's wall)





# MEGA MURAL MOVEMENT

Mega murals are an emerging trend with notable examples both domestically and internationally. A number of different assets have been used in the creation of mega murals from grain silos, rooftops and unused dam walls.





## INCHEON, SOUTH KOREA

Commissioned by the Incheon City Government and Incheon Port Authority in 2018, the Incheon Port grain silos received the title of largest mural in the world. 22 artists painted the 50-metre-high and 186-metre-wide silos. The project was reported to have cost \$716,000AUD and covered some 23,688 square metres.





## LE BARRAGE DU PINEY DAM, FRANCE

2017 saw the artists Ella & Pitr, continue with their creation of mega murals across Europe. The pair and their team spent 10 days creating their art piece on the 47-metre-high dam wall.



# MEGA MURALS IN AUSTRALIA

As of December 2018, there were 25 painted silos across Australia.



# THE SITE

## Town of Collie

Located in the South West Agricultural region of Western Australia, the Town of Collie lays 202 kilometres south, south east of Perth and 50 kilometres from the regional city of Bunbury.

Gazetted in 1897, Collie takes its name from the Collie River, on which it is situated. The river derives its name from Dr Alexander Collie, one of the early European explorers of the region in 1829.

The 2016 Australian Census indicates a population of 7,192 residents in the town of Collie.

As the location of Western Australia's only coal fields, Collie has played a critical role in the States energy production. With two coal mines currently in operation, they provide coal to the three power stations in the Collie area.





# THE SITE

## Wellington Dam

The Wellington Dam is located within the Wellington National Park. The park is a 17,000-hectare park, consisting of Karri, Jarrah and Marri forests. The Collie River Valley forms the centre piece to the park.

Built in 1933, the Wellington Dam wall formed part of the public works program, designed to create hundreds of jobs for people during the Great Depression of the 1930's.

In 1990 the Wellington dam was discontinued as the primary source of potable water in the region. The State government announced in 2009 a \$40 million package to upgrade the wall to today's engineering standards.

The dam wall is 34 metres high and 367 metres wide.

The area is popular with locals to the region and visitors from Perth for recreational activities.



# CHALLENGES

The Collie Mural Art Project present significant challenges in execution. Several issues will require further exploration and will ultimately be determined based on the final scope of the project. All these challenges relate specifically to the mega mural on the Wellington Dam. Executing 5 commissioned murals in the Town of Collie would be relatively straight forward. The issues are Access, Effects on mural from water overflow, Environmental impacts from mural degradation.

For the purposes of this project, the wall has been divided into three sections to explore what sections of the wall could be accessed, using various options. This division also allows the project scope and cost to be adjusted.



# Paint on Wall

A significant risk to the project is the effects of dam overflow and the impact it may have on the artists' work. While the artwork getting wet is not of concern, rather it is the force exerted on the paint and the potential for the paint to chip off.

It should be noted that since 1999, the following years have seen a dam overflow, 2000, 2005, 2007, 2009, 2013, 2014.

With this in mind and in consultation with Dulux Technical Support, the following system has been presented as an option.

1st COAT: DURATION X21 – Premium Water Borne Epoxy. Used as the base coat to help seal off the concrete and provide adhesion to the prepared concrete.

## ARTIST TO PAINT MURAL

2ND COAT: DURATION T80 – Premium Water Borne Fluorinated Polymer Finish Excellent UV resistance and gloss retention.

3rd COAT: DURATION T80 – Premium Water Borne Fluorinated Polymer Finish Excellent UV resistance and gloss retention.

It is recommended that these products be applied using a brush and roller, as to limit the amount of product becoming airborne.



# Wall Access

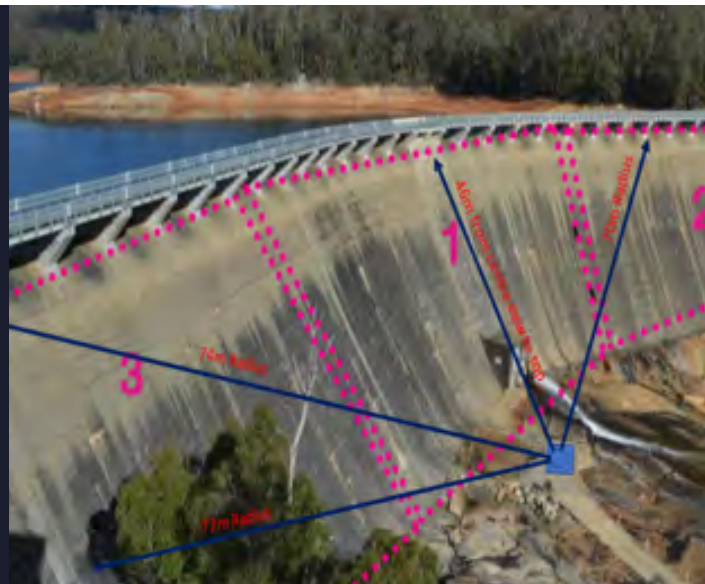
The most challenging issue this project presents, lies in accessing the dam wall. With the curved nature of the wall and lack of continuous stable ground at the base, these elements make access to the wall challenging for an artist.

Three options have been identified in resolving this issue, however depending on the final scope of the project, elements of all three options may be required.

## Crane Access

A 250t crane at the base of the wall would achieve a 72-metre radius to the left and a 70-metre radius to the right.

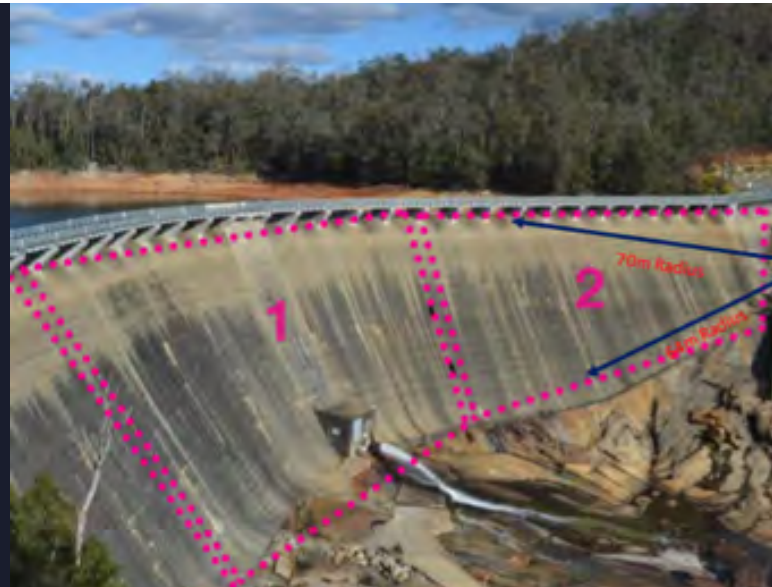
A 130t crane could be used to complete section one.



A compacted soil base of 8.7m x 8.5m would need to be established to accommodate the crane.



A 250t crane, placed in the right-hand side upper carpark would achieve the remainder of section two, that the centre crane could not reach.



A 250t crane, placed at the upper left-hand side of the wall would achieve the remainder of section three that the centre placement would not reach.



# Swing Stage Access

The installation of a 3-metre-long electrical swingstage, designed to be lowered from the access road above. The swingstage will run with wheels on either side, against the wall, allowing for a level platform.

The swingstage will require 10-15amp 240volt power supply, within 20m of the swingstage position, preferably with its own independent trip switches.

While the swingstage can be manoeuvred up and down electronically, it will take 4 hours to dismantle and set up again, when needing to move left and right. 30 moves of the swing stage have been factored into the lump sum amount.



# Rope Access

While abseiling has been used in the past for wall access, it is very dependent on artist skills and capability. For an 8 weeks project like this, it has been suggested that abseiling for the artist is not recommended.

Abseiling can however be utilised for the cleaning and application of base coat and sealer.



# PROJECT BUDGET BREAKDOWN

## Wellington Dam

**Wall survey/report** - In line with Water Corp recommendation. A pre project report of the wall face.

**Artist Fee** - per section. Three sections in total. Includes working with other artists in delivering a coordinated theme.

**Project Management/Community Consultation** -

**Training Package** - Training/Mentoring Program with selected artists.

**Artist Paint/Materials** - Artists supplies to complete the mural, again, dependant on final concept.

**Base Coat & Sealer** - Dulux products as discussed above, based on 12,478 square metre coverage.

**Travel & Accomodation** - Flights, accomodation and car hire.

**Security** - 2 guards, on 12 hour shifts, for the 8-week duration of the project. This is a requirement from the crane company.

**Rope Access/Wall clean** - Pre clean of the wall face, prior to any application of base coat.



# PROJECT BUDGET BREAKDOWN

## Town Murals

**Artist Fee** - per artist x 5.

**Project Management/Community Consultation** - Engagement of external company that specialises in delivering mural art projects. Accompanied with a detailed community engagement program.

**Artist Paint/Materials** - Artists supplies to complete the mural, again, dependant on final concept.

**Travel & Accomodation** - Flights, accomodation and car hire. Depends on artist selection and does not include international flights/visas.

**Equipment** - Scissor lifts, barrier control for town murals.

**Website** - Website development for both the Dam and Town murals.

**Multimedia** - Photography and Videography of project.



# PROJECT METHOD

## Stage One - Preliminary (10-weeks)

- Appoint Project Director
- Prepare detailed art brief
- Local advisory group established
- DPC Steering Committee established
- Defect survey of Dam wall
- Prepare detailed budget
- Town Walls selection
- Proposed artist line up
- Artist lineup approved
- Budget approved
- Payment schedule
- Project agreement drafted and signed

## Stage Two - Artists Schedule (6-weeks)

- Detailed brief sent to artists
- Artists schedule approved and locked in
- Artists assigned walls
- Concept development time
- Concept approved by DPC

## Stage Three - Pre Production (9-weeks)

- Detailed Project plan to be drafted to include:
- Site inspections
- Sub contractors engaged
- Artist accomodation booked
- Artist travel/visa booked
- Paint product list form artists
- Order paints, materials & equipment
- Assistants confirmed
- Safe work method statements
- Engineering certificates (If required)
- PR and Media schedule confirmed
- Washing of Dam wall
- Undercoat of Dam wall

# PROJECT METHOD

## Stage Four - Production (11-weeks)

- Paints and materials arrive onsite
- Artists arrive onsite
- Equipment setup
- Site safety inductions
- Artwork installation
- Artwork completed
- Post production
- Photos & Launch

Total Project Time - 36 weeks



# POSSIBLE TIMELINE

