ARTIST'S BRIEF

Boat Harbour Beach Public Art

Project summary	
Commission	
Client	Waratah-Wynyard Council (WWC) Public Art Advisory Group (PAAG)
Location	Boat Harbour Beach, Tasmania *(final installation location to be determined)*
Audience	Residents, visitors (local, interstate and international), beach users and the broader community.
Artwork budget	Up to $8 000 including GST (if applicable)
Applications close	15 September 2026
Released	July 2026
Due Date	Completed by 1 March 2027

Key ideas and purpose of the commission

Waratah-Wynyard Council (WWC) is seeking expressions of interest from Tasmanian artists to design, fabricate and install a public artwork celebrating the unique coastal identity of Boat Harbour Beach.

Boat Harbour Beach is one of Tasmania's most iconic coastal destinations, valued by residents and visitors alike for its natural beauty, community connection and spectacular landscape. As the redevelopment of the Surf Life Saving Club nears completion, the Public Art Advisory Group has identified an opportunity to create a permanent artwork that celebrates the unique character of Boat Harbour Beach and strengthens its sense of place.

Artists are encouraged to respond creatively to the character of Boat Harbour Beach, drawing inspiration from themes such as the ocean, coastline, water, movement, marine life and the natural environment. The artwork should complement its surroundings, create a memorable visitor experience and become an enduring feature of the landscape.

The Public Art Advisory Group encourages artists to think boldly and create an artwork that becomes a lasting symbol of Boat Harbour Beach. One that reflects the character of the place, creates a sense of connection and is remembered long after people leave.

The final installation location has not yet been determined and will be selected following assessment of the preferred artwork and any planning, Building Surveyor and Crown Land requirements.

Artform

Contemporary artists and artist teams working in a range of disciplines are encouraged to apply for this commission. Artists may submit solo or collaborative applications.

Design considerations
Artists are invited to submit an illustrated concept for a permanent public artwork that responds to the character of Boat Harbour Beach.

The design should:

- complement and be sensitive to the surrounding coastal environment;
- create a memorable sense of place and visual interest;
- be durable and suitable for a harsh marine environment;
- be realistic and achievable within the available budget;
- consider installation, public safety and ongoing maintenance requirements.

The artwork should be designed with the understanding that the final installation location has not yet been determined. The preferred artwork will be selected first, with the final site confirmed following consideration of planning, Building Surveyor and Crown Land requirements.

Artists are encouraged to include supporting material such as concept sketches, renders, reference images, proposed materials and dimensions to assist the Selection Panel in assessing the submission.

Budget
The commission budget is up to $8,000 (including GST where applicable) and is intended to cover all costs associated with the artwork, including concept development, artist fees, design, fabrication, materials, transport and delivery of the artwork (if applicable).

Waratah-Wynyard Council will separately fund installation and associated project costs, including footings, permits and approvals, to a maximum value of $2,000 (as applicable).

Artists should ensure their proposal is realistic, achievable and appropriate for the available budget.

Aboriginal cultural content
If the activity involves Aboriginal or Torres Strait Islander content, the application must provide evidence of how the artist is working with the Aboriginal Community.

Selection process and eligibility
The Selection Committee will be comprised of members from the Waratah Wynyard Council Public Art Advisory Group (PAAG).

Artists who live in Tasmania are eligible to apply.

If selected, the successful artist will be required to show evidence of public liability insurance and to submit a Risk Assessment for all activity conducted as part of the commission.

For any work conducted at height, artists will be required to submit a Safe Work Method Statement.

Selection criteria

1. Vision

Artistic merit, creativity and originality. The proposal should celebrate the unique coastal identity of Boat Harbour Beach and demonstrate a strong response to the Artist's Brief.

2. Fit & Feel

The proposal should complement the surrounding coastal environment, create a memorable sense of place and demonstrate an appropriate scale, visual presence and suitability for a public setting.

3. Ability to Deliver

The proposal should demonstrate the artist's ability to successfully deliver the commission within the available budget and timeframe. Evidence of previous public art commissions or works of a similar nature should be provided.

Applicants wishing to clarify information regarding the commission must contact the Manager Community Activation

Timeline

The Artist's Brief will be advertised in July, August and September 2026
The closing date for applications is 15 September 2026.
Support material must be uploaded as part of the application.
The successful artist/s will be notified in month year and expected to complete the work prior to 1 March 2027.

Online applications

Online applications consist of:

- applicant's details
- a description of the artist's concept proposal (Max 500 words)
- a maximum 250-word description of the artist's professional skills and experience.
- support material
- a biography for all artists involved

IMPORTANT NOTE:

Artists are encouraged to discuss their applications with the Manager Community Activation before submission.

Inquiries and submissions - With "Boat Harbour Beach Public Art Commission" in the subject line.

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