



EXPRESSION OF INTEREST

MURAL ARTIST – CARNARVON ROAD WATER TANK

Art for the Journey:
Welcome to Country Roads



GOVERNMENT OF
WESTERN AUSTRALIA



ROAD
SAFETY
COMMISSION

Proudly Funded by Road Safety Commission



Shire of

CARNARVON

CATCH A *taste* OF THE GREAT LIFE

The Shire of Carnarvon is seeking expressions of interest from suitably qualified and experienced artists to contribute to the Art for the Journey Welcome to Country Roads Project by creating an engaging and visually appealing large-scale public artwork. This project aims to enhance road safety awareness through a visually engaging mural that will serve as a prominent entry statement to Carnarvon.

About this project:

The Shire of Carnarvon has received funding from the Road Safety Commission to deliver a large-scale road safety mural on the iconic water tank located on Carnarvon Road. The project provides an opportunity to use a highly visible community asset to promote an important road safety message, while creating a significant piece of public art that reflects the identity and character of the Gascoyne region.

Road safety is a significant issue for regional communities. Road Safety Commission data shows that between 2020 and 2024, 306 people were killed or seriously injured on roads across the Mid West–Gascoyne, including 45 fatalities and 261 serious injuries. The region recorded 91 people killed or seriously injured per 100,000 population, compared with 49.9 per 100,000 in metropolitan Perth.

The nature of regional travel is also particularly relevant to the project. Of those killed or seriously injured in the Mid West–Gascoyne between 2020 and 2024, 63% were involved in crashes occurring on 110 km/h sections of road, while speed and fatigue were each identified as suspected contributing factors in 19% of cases.

These statistics reinforce the importance of continuing to promote safe driving behaviours across regional Western Australia and provide an important foundation for the purpose of the mural.

As part of the project, the Shire conducted community consultation to gather feedback on the proposed direction of the artwork. Community members were invited to consider a range of concept designs, themes and colour schemes.

The concept receiving the strongest community support was a Road Safety-themed design incorporating local icons and features that reflect the unique character of the region, including Mount Augustus, local wildlife, native wildflowers and country road imagery. The artwork will celebrate the beauty of travelling through the Gascoyne while reinforcing a clear and meaningful message about driving safely and ensuring every journey is a safe one.

The mural will be painted on the prominent water tank located on Carnarvon Road. The concrete surface measures approximately 31 metres long and 9 metres high, providing a substantial canvas for an artwork that will be highly visible to residents and visitors travelling through Carnarvon.



Project Specifications:

A total project budget of up to **\$50,000 (ex GST inclusive)** is available for the delivery of the artwork.

The successful artist will be responsible for delivering the project within the allocated budget. The budget must include all costs associated with the project, including but not limited to:

- Concept development and artwork design
- Materials
- Labour costs
- Equipment hires, including Elevated Working Platform (EWP) and any special equipment required
- Travel and accommodation expenses, if required
- Any other consumables or expendable items necessary for project completion

Scope of Works:

The successful artist will be required to:

- Develop an original artwork concept that is appropriate to the site, reflects the local environment and community, and incorporates the key elements identified through community consultation.
- Prepare detailed artwork designs and specifications for approval by the Shire of Carnarvon prior to commencing the artwork.
- Paint and complete the approved artwork in accordance with the agreed design.
- Use high-quality, durable paint and materials suitable for Carnarvon's climate and environmental conditions.
- Complete all works within the agreed project timeframe and approved budget.
- Liaise with the nominated Shire of Carnarvon representative throughout the design, approval and installation process.
- Incorporate the key road safety message "Welcome to Country Roads – Please Drive Safely" prominently within the artwork.
- Incorporate imagery that reflects the local character and regional experience, including:
 - Local cultural symbols and imagery, including an eagle.
 - A vehicle towing a caravan, representing travel on country roads.
 - Local and native wildflowers.

- Local wildlife and animals.
- Other locally relevant landscape and environmental features, where appropriate.
- Ensure the final artwork is visually engaging, community-focused and supports the overall road safety message.

Eligibility:

The opportunity is open to local, regional, and Western Australian Artists.

Applicants must demonstrate that they hold or can obtain the following prior to commencing works:

- Current Working at Heights certification
- Current Elevated Work Platform (EWP) ticket/license where applicable
- Public Liability Insurance with a minimum of \$10 million
- Any additional licenses, permits, certifications or insurances required to undertake the works safely and legally
- Working with Children's Check (WWCC)

Selection Criteria:

In the event that multiple submissions are received, a panel will be convened to assess the submissions against the requirements of this activity. The panel will consist of the Shire of Carnarvon's Executive Manager Lifestyle and Community, Community Development Team Lead, Community Development Officer, Youth Team Lead and one independent member of the arts community.

Timeline:

Opening Date	Monday, 7 September 2026
Closing Date	Monday, 28 September 2026, 4pm
Evaluation of Submissions	Thursday, 1 October 2026
Artist notified of the outcome of their EOI	Monday, 5 October 2026
Successful finalised artwork completion	Friday 18, December 2026

Submissions:

Please submit applications via email to tipton.h@carnarvon.wa.gov.au.

Enquiry Contact:

For enquiries regarding this project, please contact Helen Tipton, Community Development Team Lead on (08) 9941 0000 or via email tipton.h@carnarvon.wa.gov.au.

This project is funded by the State Government's 2024 Road Safety Community Initiatives Grants Program administered by the Road Safety Commission.

