

Lively Lalor Laneways

Mural artist Expression
of Interest info pack

EOIs close 11.59pm on Sunday 30 August 2026



**City of
Whittlesea**

Whittlesea
2040
A place for all





Artwork © Mandy Nicholson, 2017

Acknowledgement

We recognise the rich Aboriginal heritage of this country and acknowledge the Wurundjeri Willum Clan and Taungurung People as the Traditional Owners of lands within the City of Whittlesea.

Lively Lalor Laneways

Mural artist Expression of Interest

1. The project

a) Background

The City of Whittlesea is seeking Expressions of Interest (EOI) from mural artists to be part of Lively Lalor Laneways, a creative placemaking project that will transform key laneway spaces within the Lalor Shopping Centre precinct.

Supported by the Victorian Government through Business Victoria, this project aims to celebrate the evolving cultural diversity of traders in the local business precinct, including the people, stories and businesses that make Lalor a vibrant and diverse destination. The broader project includes public art installations that add to the atmosphere and look of the precinct and promote the identity and cultural heritage of businesses, as well as live music, community events, marketing initiatives, and streetscape improvements designed to increase visitation and strengthen community pride in the precinct.

Successful artists will be invited to create one of a series of murals located throughout the laneway network, helping to evolve visual identity across the precinct. In addition to mural commissions, the project will include a program of artist-led community engagement activities that provide opportunities for local communities to connect with artists, explore creative practices and contribute to the cultural activation of the precinct. Artists can indicate their interest in community engagement through the EOI submission process.

b) Objectives

The project seeks to:

- Celebrate the multicultural character, stories, businesses, and communities of Lalor
- Enhance the visual appeal and identity of the laneway precinct
- Create welcoming and engaging public spaces for residents, visitors and local businesses
- Foster community pride, belonging and connection
- Support artists from culturally diverse backgrounds and artists with a connection to communities represented within the precinct.

2. Vision and themes

Lively Lalor Laneways aims to celebrate the businesses, people, cultures, histories, and everyday experiences that shape Lalor.

Artists are encouraged to respond to themes including:

- Multicultural identity and cultural exchange
- Multicultural businesses
- Migration and settlement stories
- Community connection and belonging
- Local character and neighbourhood pride
- Everyday life within the Lalor Shopping Centre precinct
- Shared experiences that bring communities together
- Past, present and future stories of Lalor.

The City of Whittlesea welcomes proposals from artists whose cultural backgrounds and artistic practice can contribute authentically to the multicultural narratives of the precinct.

Artists do not need to submit a final design at the EOI stage. The City of Whittlesea is seeking examples of previous work and an understanding of how artists may approach the project themes.

3. The site - Appendix 1

The project is located within Rowy Lane and surrounding laneway spaces connecting Station Street and May Road within the Lalor Shopping Centre precinct.

Up to four mural locations have been identified at key crossing points and gathering spaces throughout the laneway network. Artists may be commissioned for a single site or multiple sites depending on the outcome of the selection process.

See Appendix 1 for images of the area. Detailed site plans, dimensions and photographs will be provided to selected artists.

4. Selection process

This is a two-stage selection process.

Stage one – Expression of Interest

Artists are invited to submit:

- Contact details
- Short artist biography and/or artist statement
- CV (maximum three pages)
- Up to 10 examples of relevant previous work
- A brief written concept statement outlining the vision and intent and connection to vision and themes.

Optional community engagement proposal

The City of Whittlesea is interested in exploring opportunities for commissioned artists to deliver business and community engagement activities alongside their mural project.

Engagement activities can provide opportunities to connect with local businesses and communities, share artistic practice, explore project themes, or encourage community participation.

Artists are invited to outline any experience, interest or proposed approach to business and community engagement as part of their EOI submission. Artists are not required to include a business and community engagement proposal to be eligible for mural selection.

Separate fees, Council support, and project scopes will be negotiated with selected artists for any approved engagement activities.

Stage two – Shortlisting and artist selection

A panel comprising Council staff and project stakeholders will assess submissions and select artists for commission.

Shortlisted artists may be invited to participate in further discussions prior to final appointment.

5. Selection criteria

Submissions will be assessed against the following criteria:

Artistic merit

- Quality of previous work
- Strength of artistic practice

Capacity and demonstrated professional experience

- Ability to manage and deliver a project of this scale
- Experience working in public spaces and with stakeholders

Relevance to project vision and themes

- Ability to respond authentically to the project's vision
- An understanding of multicultural communities and place-based storytelling

Community connection

While business and community engagement is not a mandatory component of the project, proposals that demonstrate meaningful opportunities for community connection and participation will be considered as part of the overall assessment process. Artists are not required to include a community engagement proposal to be eligible for mural selection.

Artists must be available for full-time installation of the mural during the allotted time in the timeline or otherwise defined by Council during the project development.

6. Budget

A commissioning budget will depend on the site and scale of work being delivered, ranging from \$10,000 to \$20,000 per mural.

The budget includes:

- Artist fees
- Design development
- Materials
- Equipment
- Installation
- Travel and accommodation (if required)
- Insurances.

Separate budgets will be negotiated for approved business and community engagement activities where applicable.

7. Timeline

Milestone	Date
EOI opens	27 July 2026
EOI closes	11.59pm 30 August 2026
Artist evaluation and selection	31 August – 9 September 2026
Business and community engagement	October – December 2026
Design development	November – December 2026
Mural installation	18 January – 14 February 2027
Lively Lalor Laneways celebration event	TBC February 2027

The mural installations will form part of a larger precinct activation program culminating in a public celebration event featuring live music, food, creative activities, and opportunities for the community to engage with the artists and artworks.

8. Further information

For more information regarding this Expression of Interest, please contact:

Jonathan Crowther

Cultural Collections Curator

jonathan.crowther@whittlesea.vic.gov.au

Artists from all backgrounds are encouraged to apply. The City of Whittlesea welcomes applications from culturally diverse artists, early career and established practitioners. Local artists and artists with strong connections to communities represented within the Lalor Shopping Centre precinct are particularly encouraged to apply.

APPENDIX 1

The site – includes images of indicative walls that will be finalised with artists.

