

ARTIST BRIEF

New Resident Welcome Project



We're with you

Artist Brief – New Resident Welcome Project

Background

Wingecarribee Shire Council wishes to establish a new resident project, which will require a hero image. Local artists are invited to submit work to become the main image for the postcard and be used on digital and physical materials related to new resident experience.

The artwork should feature or reflect the Wingecarribee landscape, flora, fauna or natural elements, subject to artist representation.

Objectives

Your artwork will respond to the natural environment of the Southern Highlands.

The goals for the artwork are to:

- Feature or reflect the Wingecarribee landscape subject to artist representation.
- Demonstrate artistic excellence.
- Add vibrancy, a unique local tone and artistic value to the postcards, providing a welcoming look and feel.
- Be visually engaging, relevant and appropriate and for all members of the community.

Artwork must be submitted via email by 4pm, Friday 7 November 2025.

Email your submission to mail@wsc.nsw.gov.au.

Submissions should:

- Respond to the conditions of the brief in terms of subject matter or any other prescriptive parameters for the work
- Be submitted as a high-resolution JPEG photograph of an original, 2D artwork
- Submitted images will be used for selecting the final artwork to be used in the project.

Location of Artwork

The main use of the artwork will be the standard size for an A6 postcard, 10.5 cm x 14.8 cm (105 mm x 148 mm, equivalent to 4.1 x 5.8 inches). It will also be used on related material relevant to new resident project.

Future use may include (but not is not limited to) the following,

- New resident information on the website (e.g. images, social media)
- Printed material for new resident events (e.g. invitations, bags, t-shirts)
- PDF and printed documents specifically for new residents

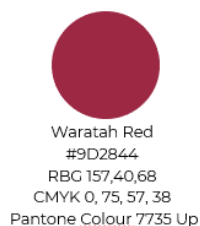
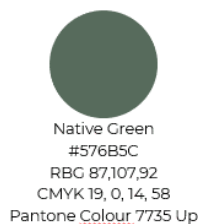
The use of this artwork is limited to new resident project material only. It will not be used for any other project or purpose.

Colour Palette

The artwork selected will be published on Council related materials. This means it will sit alongside words and elements used according to the brand colours (e.g. Council logo, style elements).

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You do not have to use these colours, but you may wish to consider them when selecting or creating your artwork for submission as they will be used in supportive material around the final artwork.



Final Layout and Use of Artwork: Wingecarribee Shire Council and graphic designers may scale, crop, or overlay elements on an ad hoc basis according to need. However, the original artwork will not be distorted or manipulated in any way.

How We Will Assess

Submissions will be reviewed by a small panel including representatives from Council's Community Development and Arts & Culture teams.

The selection will be based on the following criteria:

- Artistic Quality and Originality: Demonstrates creativity, skill, and artistic excellence.
- Relevance to Theme: Reflects the Wingecarribee landscape, flora, fauna or natural environment in a way that connects to the Southern Highlands identity.
- Visual Impact and Suitability: Works effectively as a hero image for print and digital materials, including postcards and promotional assets.
- Community Appropriateness: Visually engaging, welcoming, and suitable for all members of the community.
- Technical Quality: Meets the submission requirements, including image resolution, format, and adaptability for use across various layouts.

The selected artist will be notified following panel assessment and Council approval.

Artist Fees

The total budget for unlimited use of the artwork image for this project is **\$2500.00**. This fee covers:

- Delivery of high-resolution image of artwork by 4pm, Friday 7 November 2025
- An artist statement and biography

Consultation

Any questions are to be emailed to our Arts and Culture Officer before Friday 31st October.

Copyright

Wingecarribee Shire Council undertakes to acknowledge you, the artist, whenever your artwork or its design is reproduced within the scope of the project.