



FORM

Esperance Sculpture Trail

Artist Brief - August 2026



FORM acknowledges the Traditional Owners and Custodians throughout Western Australia both past and present, whose enduring connection to this Country and ongoing contributions to our collective culture and communities we respect and honour. We appreciate and are deeply grateful for the privilege of working on these lands.

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CULTURAL SENSITIVITY WARNING
FORM would like to warn people viewing this document that some sections may contain images, names or stories of Aboriginal Australians who have passed away. FORM will respect any request to remove images or names of the deceased persons from this document if necessary.

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FRONT COVER:
Esperance, WA. 2024.
Photo by Eclipse Chasers.

Table of Contents

4	Key Dates	13	The Opportunities: In Detail
5	Project Overview	14	Baarndi Trail
6	The Opportunities: Overview	16	Helms Arboretum
7	The Project	18	Great Ocean Trail
7	Regional Context	20	Lake Monjingup
8	Vision	22	Salmon Gums
8	Objectives	24	Esperance Jetty
9	The Artwork	26	Procurement Process
9	Curatorial Principles	26	Baarndi Trail
10	Curatorial Narrative	28	Other Opportunities
10	Curatorial Intent	30	How to apply
10	Themes	31	Media
11	Curatorial Methodology	34	Contact
11	Trail Composition Approach		
11	Curatorial Mapping		
12	Artwork Essential Requirements		

Key Dates



MONDAY 24 AUGUST 2026
EOI Submissions
Open

MONDAY 14 SEPTEMBER 2026
EOI Submissions
Due

MONDAY 21 SEPTEMBER 2026
Shortlisted Artists
Notified

MID OCTOBER 2026**
Concept Design
Proposals due

LATE OCTOBER 2026**
Artists Notified
and Contracted

** This project will work flexibly with artist’s
schedules for travel-based requirements.

Project Overview

FORM is seeking Expressions of Interest (EOI) from artists and sculptors for the concept design, design development, fabrication and installation of public artwork within the Esperance region to create the Esperance Sculpture Trail.

This Artist Brief provides an overview of the artwork opportunities available that will combine to create the Esperance Sculpture Trail, and provides artists with background information, intentions, budgets and anticipated processes and timeline for these artwork opportunities.

The proposed sculpture trail will consist of multiple, permanent artworks situated at key locations around Esperance. Combining innovation and imagination with spectacle, the aim for the Esperance Sculpture Trail experience is to enhance environment, promote identity, and cohere with local lifestyles, livelihoods and culture, add value to visitor engagement, enhance reputation, and capitalise on dramatic landscapes.

There are multiple opportunities included in this Artist Brief. At this EOI stage, artists are simply invited to express their interest in the opportunities presented below. Should an artist wish to apply for more than one opportunity, a separate statement of intent response will need to be submitted for each opportunity.



PHOTO CREDIT
Esperance Sculpture Trail Workshops, 2025.
Photo by Rosie Henderson.

The Opportunities: Overview

NOTES TO ARTISTS

A range of potential sites are under review for inclusion within the Esperance Sculpture Trail. These are listed to the right.

At the same time as this EOI process is underway, regulatory approvals are being sought for each location in a parallel process.

While it is the intention for the below list of sites to be approved, all final sites are currently subject to approvals and may not go ahead.

Artwork budgets will be finalised once approvals have been issued. In the meantime, a budget range has been added to give artists an indication of each commission opportunity.

OPPORTUNITY	ENVIRONMENT	OPEN TO	LEVEL	ARTWORK INTENTION	ESTIMATED BUDGET RANGE
Baarndi Trail	Coastal dunes trail	Open to local artists only (must reside in or be able to demonstrate strong links to the Shire of Esperance area)	Emerging or established artists	To create a curated selection of small scale, standalone artworks created by local artists, strategically placed along the Baarndi beach trail that create a cohesive collection of artworks to be discovered.	16 individual commissions \$25,000 - \$35,000 per commission (excluding footings and installation)
Helms Arboretum	Historic forest	Open EOI	Established artists	To install a landmark artwork that creates further opportunity for people to explore this unique location. Helms Arboretum features mature forest canopy and picnic areas.	\$400,000 - \$800,000
Great Ocean Trail	Natural, coastal bushland/ woodland trail	Open EOI	Established artists	To install a landmark artwork along the iconic Great Ocean Trail - an existing walking/bike trail between the two iconic locations of Twilight Beach and Pink Lake.	\$400,000 - \$800,000
Lake Monjingu	Environmentally significant wetland reserve	Open EOI	Established artists	To install a landmark or experience-based artwork that creates further opportunity for people to explore and spark curiosity about the natural environment.	\$400,000 - \$800,000
Esperance Jetty Area	Shoreline/Marine	Open EOI	Established artists	To install an artwork in the ocean area near both the Esperance Jetty and shoreline.	\$500,000 - \$900,000
Salmon Gums	Arid	Open EOI	Established artists	To install a landmark or experience-based artwork that creates further opportunity for people to stop at the first town in Esperance shire.	\$400,000 - \$800,000
OTHER					
James Street Precinct	Local park/ tourist hub	TBD	TBD	An artwork is intended to be located in the revitalised James Street Precinct, but as plans for this area are still in development, this opportunity will be advertised in a future, separate EOI process.	

The Project

REGIONAL CONTEXT

Esperance is a country town located on the southern coast of Western Australia. The area has a vibrant population of over 15,000 people including many small townships spread across the agricultural district such as Condingup, Grass Patch and Cascades that are the centres of the broadacre industry in the region. The town itself has a population of approximately 8,500. The appeal of Esperance for both residents and visitors is held in its unspoilt natural coastline, remote location and relaxed lifestyle.

The coastline of this region stretches over 500km along the Southern Ocean and is surrounded by productive agricultural land and wild landscapes of the Fitzgerald Biosphere, such as the Recherche Archipelago and Ramsar-listed wetlands around Lake Warden and Lake Gore. The towns of Ravensthorpe and Hopetoun to the west of Esperance share these remarkable coastline and unique natural environments.

Kepa Kurl (pronounced 'Kep-pa Kurl') is the Wudjari name for Esperance meaning 'where the waters lie like boomerangs' referring to the shape of the two bays near to the Esperance townsite. The Wudjari people are the Traditional Owners of this land and are the southern-most language group of the Noongar nation.

While Esperance is renowned for its incredible stretches of coastline, like many remote Western Australian communities, it faces a complex

interplay of geographic isolation, environmental exposure, and social complexities. From a tourism perspective, visitor movements are currently concentrated around the summer season, leading to a highly seasonal pattern.

Environmentally, Esperance is particularly vulnerable to bushfires, storms, and coastal erosion which can cause disruption to access for visitors and contribute to tourism seasonality. Culturally, the development of a sculptural trail must navigate sensitive histories and diverse community perspectives. Economic fragility and high living costs compound pressures on residents, many of whom experience social isolation, housing strain, barriers to quality education, and limited access to health and wellbeing support.

However, Esperance's unique circumstances including its geographic isolation and high proportion of visitors and highly engaged community makes it an ideal place for an art trail that will strengthen connection, identity, and resilience.

Moreso, the Esperance community is defined by its resilience, ingenuity and ambition, and is able to combine regional resourcefulness with cultural sophistication to create an exceptional quality of life and a confident future.

PHOTO CREDIT
Esperance Sculpture Trail Workshops, 2025,
Photo by Rosie Henderson.

The Project

VISION

To create a world-class trail that responds to, and reflects, the place of Esperance and its community through high quality, contemporary art experiences.

OBJECTIVES

Reconciliation

Celebrate cultural diversity by ensuring artwork chosen for the trail reflects and showcases Esperance’s diverse community and its unique Aboriginal heritage, immigrant contributions, and other multicultural/First Nations themes in an inclusive and authentic way.

Community Pride

Enhance community connection by commissioning artwork that reflects the Esperance community’s history and local storytelling, grounded in Esperance’s unique heritage. We aim for the artwork to foster pride and community ownership, create places of community connection, and resonate with shared community values.

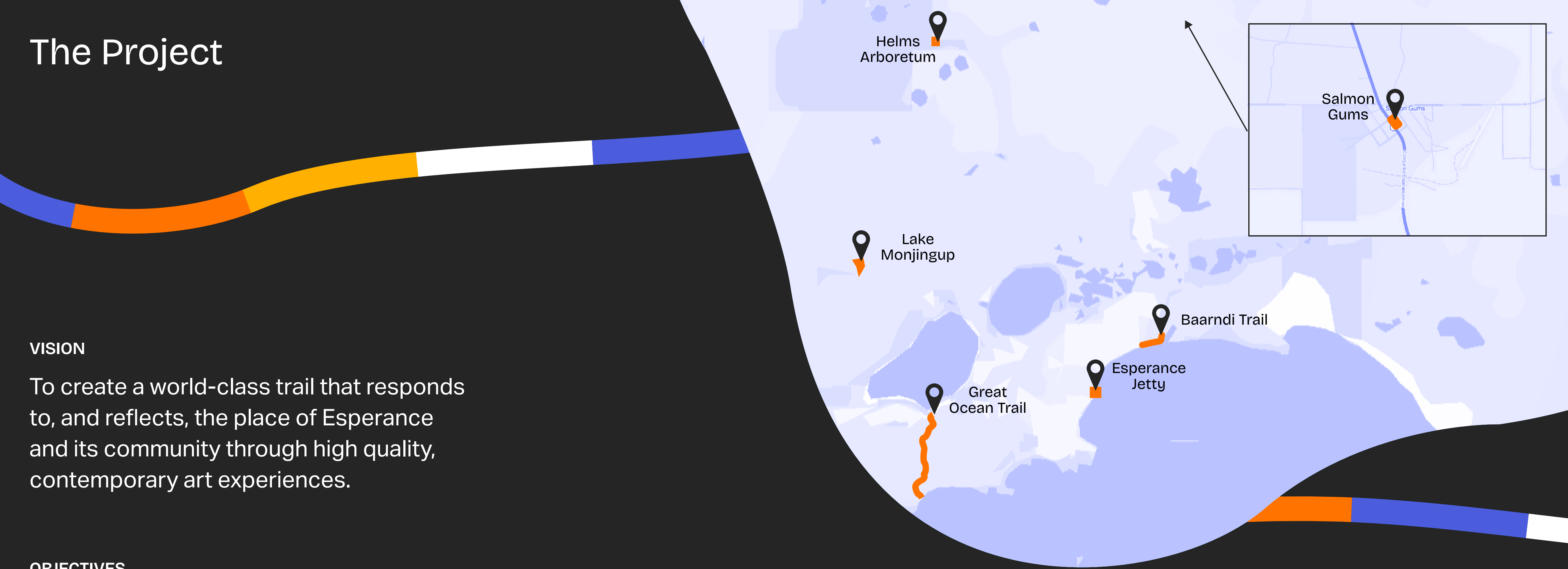
Economic Impact

Generate long term economic uplift for Esperance by strengthening the region’s cultural tourism offering and local creative industries through the development of a world class, place-responsive sculpture trail that increases visitation, extends visitor stay, supports local business activity, combats seasonality, enhances regional profile, and contributes to sustainable economic growth and community prosperity.

Environmental Stewardship

Foster environmental stewardship and regenerative place outcomes through the delivery of a culturally and environmentally responsive sculpture trail that treads lightly on the landscape, promotes sustainable practices, strengthens community connection to the natural environment, and contributes positively to the long-term care, understanding, and preservation of Esperance’s unique ecosystems and coastal character.

PHOTO CREDIT
Esperance, WA. 2024. Photo by Gu Reiso.



The Artwork

CURATORIAL PRINCIPLES

FORM has been working with the Esperance community over the past 18 months through a co-designed process. The curatorial principles below that have come from this discovery work underpin the entire Esperance Sculpture Trail project, and all artist and curatorial decisions:

1. Who owns the story, tells the story.

Stories told through the Esperance Sculpture Trail will be voiced by the holders of those stories. Artists must work collaboratively with Traditional Owners, local residents, and community groups so that each artwork reflects lived experience rather than interpretation from outside. By privileging local authorship and cultural authority, the trail becomes not just a collection of sculptures, but a shared narrative of Esperance told by those who call it home.

- Local voice and authorship
- Cultural authority
- Legacy
- Truth
- Learning

2. The right place

Artworks should emerge from, and speak to, the physical, social and ecological context of each site. Similarly, each location will connect to the artistic themes whilst balancing existing amenities, land tenure, Noongar heritage and environmental impact, and be designed to be a natural focal point and place of community connection.

- Regenerative and sustainable
- Respectful

3. Uniquely Esperance

The Esperance Sculpture Trail has been designed to celebrate local identity and culture by commissioning artwork that reflects the Esperance community, its history and stories.

- Authentic
- Unique
- Original
- It could only happen here

Curatorial Narrative

The curatorial narrative establishes the conceptual, thematic, and ethical foundation of artwork included in the trail, and ensures each artwork contributes to a cohesive narrative that is deeply connected to Esperance’s people, landscape and identity.

This project vision was developed through research and strong community involvement during the early stages of the project.

CURATORIAL INTENT

The Esperance Sculpture Trail will articulate a shared story of place, resilience, and renewal. Through a curated selection of artwork experiences, the trail will invite visitors and residents to embrace discovery, explore, and get off the beaten track.

Artworks will respond to the elemental forces that define Esperance — wind, water, salt, and light — and to the lived realities of a remote coastal town.

The intent is to foster reflection, connection, and pride, while positioning Esperance as a destination where art and environment are in dialogue.

THEMES

Three interrelated themes will guide the development of artworks.

Theme 1 | Edge

Exploring Esperance’s position at the southern edge of the Australian continent, a place of both vulnerability and resilience. Works may reflect thresholds between land and sea, known and unknown, human and natural systems, and what being on the edge means in these contexts.

Theme 2 | Future

Exploring the future Esperance and its place in the region as a thriving, sustainable, and liveable town that is loved by residents and visitors alike.

Theme 3 | Resilience

Resilience can be found in all aspects of Esperance. It can be found in the ancient landscape, the ongoing connection of the Wudjari Noongar people to Country, the journeys of seafarers and travellers, and the strength of those who work on the land to feed and support the community.

PHOTO CREDIT
Esperance, 2024, Photo by Line Knipst.





CURATORIAL METHODOLOGY

1. An artist brief will be created that summarises potential opportunities for artwork commissions that will form the Esperance Sculpture Trail (this document).
2. Artists will review the Artist Brief and express their interest to be involved in the EST project.
3. From all applications received, FORM will shortlist artist EOIs down to 16 local applications for the Baarndi Trail, and up to six (6) artists for the other opportunities (excluding James Street Precinct).
4. Once shortlisted, local artists selected for the Baarndi Trail will attend a facilitated storytelling/yarning session with all key stakeholders, facilitated by FORM, designed to increase cultural awareness and guide narrative development for both the individual artworks and overall trail.
5. Non-local artists for the other opportunities will visit Esperance and initiate their community consultation, co-design and concept design processes.
6. FORM will provide ongoing support to artists during the concept design development phase.
7. Throughout concept design phase, FORM will undertake curatorial mapping processes.

Trail Composition Approach

When developing the trail as a whole, FORM will seek balance across:

- Natural and cultural themes
- Shared, Aboriginal and non-Aboriginal stories
- Reflection and playfulness
- Large-scale landmarks and intimate discoveries
- Local, national and international artistic voices
- Different artistic materials and approaches

Curatorial Mapping

Prior to final artwork selection, all artistic concepts in development will be mapped against the Curatorial Principles (who owns the story tells the story, the right place, uniquely Esperance)

This process will identify:

- Cultural authenticity
- Appropriate consultation, permissions and cultural governance has taken place
- Theme duplication
- Gaps in storytelling
- Opportunities for stronger narrative sequencing
- Opportunities to create a balanced visitor journey
- Opportunities to leverage and include existing public art (e.g. the Whale Tail) into the trail
- Appropriate gamification elements
- Opportunities to activate the trail, and leverage other cultural experiences (eg. Biodiversity, industry, regional character, etc).

The objective is for visitors to experience a progression of cohesive and curated stories rather than a series of unrelated installations.

ARTWORK ESSENTIAL
REQUIREMENTS

Artists are invited to express their interest in one or more of the artwork opportunities outlined below. However, each location has its own specific considerations. Should an artist wish to apply for more than one opportunity, a separate statement of intent response will need to be submitted for each opportunity.

It is important that the artist can create a site-responsive artwork that will contribute positively to the visitor experience. Each artwork must incorporated layered narrative elements as far as possible, providing multiple entry points and interpretations, in line with the Trail Composition Approach outlined above.

Artists will be required to develop proposals that respond to the specific environmental conditions of the site and will be required to demonstrate an understanding of these conditions and propose materials and construction methods with proven performance.

In addition to this, the Esperance Sculpture Trail will feature a gamification element, which ties all artworks along the trail together. Specific details for this are to be confirmed after artwork selection stage, and in collaboration with the selected artists.

As an example, this may include hidden elements within the artwork, or a puzzle/ clues to solve at each artwork location. Artists are encouraged to consider how they may include elements such as these in their design, however this is not a requirement for the EOI and will be further developed by FORM in collaboration with the selected artists later in the process.

PHOTO CREDIT
Esperance, 2025.
Photo by Michael Milverton.

The Opportunities: In Detail

PHOTO CREDIT
Esperance Jetty, 2023.
Photo by Wirestock.



Baarndi Trail

The Baarndi Walk Trail is a one and a half kilometre shared walking and cycling path that connects Esperance’s Castletown Quays with Bandy Creek and the marina precinct. Running along the coastline the pathway is relatively new (although a site of long-held cultural significance), it is both a recreational trail and an active transport route, used daily by locals and visitors. Its location between the town, marina and ocean gives it a strong sense of connection and movement, making it an ideal setting for public art that reflects community, journey and place.

The terrain is predominantly flat and accessible, bordered by coastal dunes and native vegetation including coastal shrubs, native grasses, heathland species and banksias. The surrounding landscape supports a range of coastal flora and birdlife, with the wider area renowned for its biodiversity and natural beauty. The combination of accessibility, scenic vistas and regular public use creates strong opportunities for meaningful and highly visible outcomes.

One of the site’s defining features is its uninterrupted outlook over the Southern Ocean; the iconic white sandy beaches and turquoise waters of Esperance capture the eye. Visitors experience expansive ocean views, changing light conditions and a strong connection to the surrounding landscape.

The intention is to create a curated selection of small scale, standalone artworks created by local artists, strategically placed along the Baarndi beach trail that create a cohesive collection of artworks to be discovered.

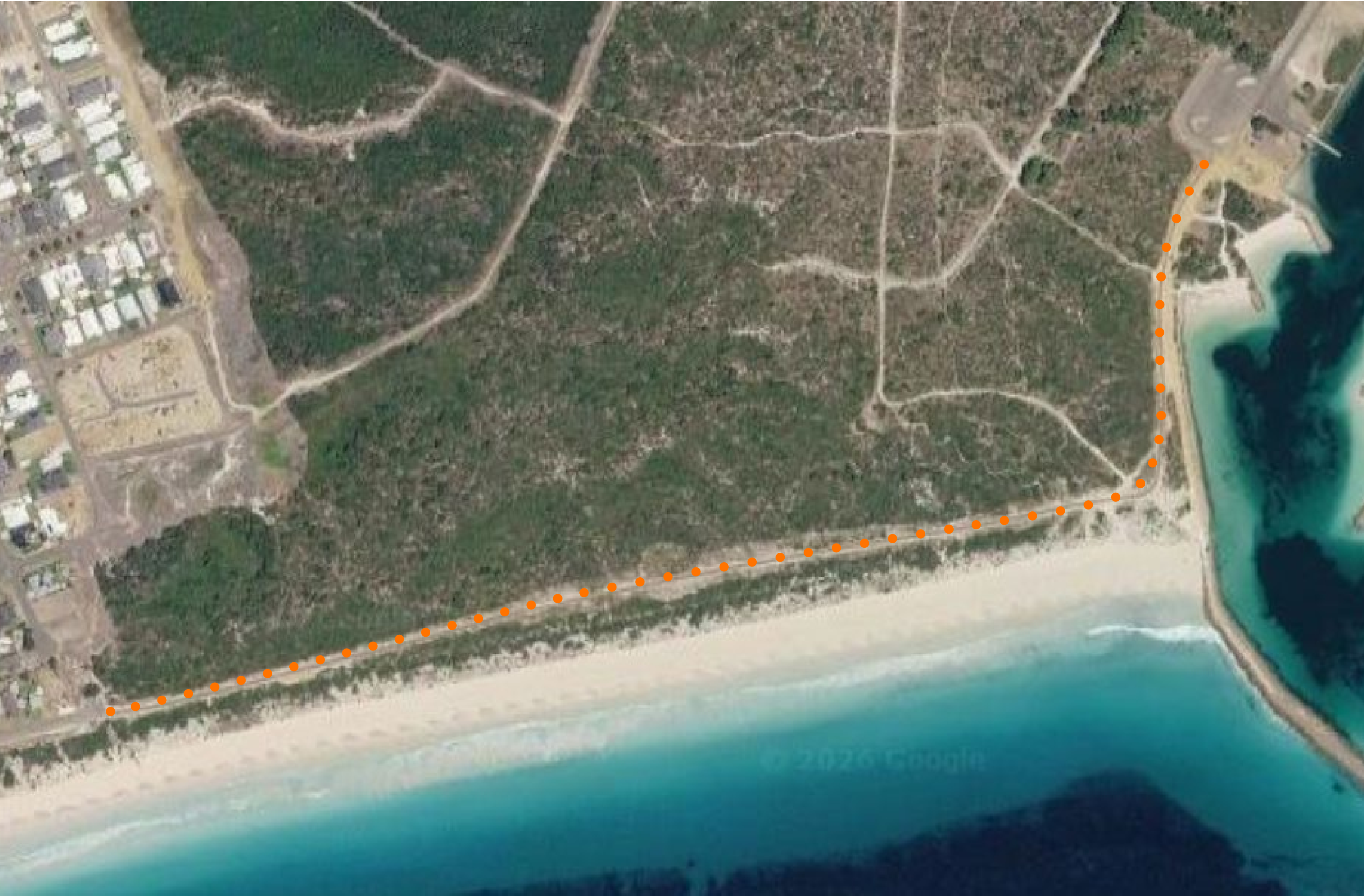
Given this location’s rich history with Wudjari Aboriginal people, the theme of ‘Resilience’ is highly resonant and should be focused on by artists for this location. Collaborations are also highly encouraged. To assist, a yarning/ storytelling workshop will be organised for shortlisted artists to facilitate the concept design process.

This opportunity is open to local artists only. For the purposes this project, artists must either reside in or be able to demonstrate a strong connection to the Shire of Esperance area.

For this opportunity, we invite both established and emerging artists to apply. Successfully shortlisted emerging artists will be guided by FORM through the artwork design process and have the opportunity to work with a network of designers and consultants to bring their vision to life. For the purposes of this project, an emerging artist is classified as someone who has never received a public art commission over \$50,000.



Baarndi Trail



Helms Arboretum

The Helms Arboretum picnic area is located approximately 18 kilometres north of Esperance within a large reserve established in the 1970s to trial the cultivation of different tree and plant species suited to the region. Nestled among mature pine plantations and native bushland, the picnic area offers a sheltered and tranquil setting that feels distinctly different from Esperance’s open coastal landscapes. Visitors typically arrive by car, then explore the area on foot or by bike, making it a relaxed destination for nature appreciation, recreation and day visits.

The terrain is flat and the access roads unsealed, with picnic facilities set amongst tall trees, open clearings and walking tracks. The surrounding vegetation includes eucalyptus, melaleucas, casuarinas, acacias and exotic pine species, while the reserve is particularly well known for its seasonal wildflowers, orchids, banksias and other native flowering plants. The diverse vegetation supports birdlife and native fauna, creating opportunities for visitors to engage closely with the natural environment through walking, photography and wildlife observation.

Rather than dramatic ocean views, the appeal of the site lies in its immersive forest character and changing seasonal colours. Visitors experience filtered light through the trees, wildflower displays, quiet bushland vistas and sheltered gathering spaces that encourage people to pause and spend time in the landscape. The picnic area offers opportunities for works that invite discovery, interaction and reflection, complementing the peaceful atmosphere and strong connection to the region’s botanical diversity.

This opportunity is open to established artists only.



Helms Arboretum



Great Ocean Trail

The Great Ocean Trail is one of Esperance’s most popular walking and cycling routes, stretching along the coastline from Twilight Beach to Pink Lake. The sealed shared-use path is designed for cyclists, walkers, runners and families, making it a highly accessible and well-used public space. Rather than serving as a destination alone, the trail creates a journey through some of the region’s most iconic coastal scenery, with visitors experiencing the landscape gradually as they move along the route.

The terrain transitions between foreshore areas, elevated coastal headlands, sheltered dunes and sections of native coastal bushland. Along the trail, visitors encounter banksias, coastal heath, native shrubs and dune vegetation, with seasonal wildflowers adding colour at different times of year. The pathway also provides opportunities to observe local birdlife and coastal wildlife, while migrating whales can often be seen offshore during winter closer to Twilight Beach.

The trail’s defining feature is its variety of views. Visitors experience sweeping ocean panoramas, white sandy beaches, turquoise waters, granite headlands and sheltered coves before the trail turns inland towards Pink Lake. This transition between coast and lake creates a unique journey through contrasting landscapes, offering expansive views of both the Southern Ocean and the Pink Lake wetlands system. Because people experience the site while moving through it, the trail creates opportunities for both discovery and reflection. This balance between movement and stillness enhances the experience of the trail, encouraging interaction with the space in a way that complements the natural rhythm of walking and cycling through the coastal setting.

This opportunity is open to established artists only.

Specific location for artwork to be determined with the artist, Elders and Shire of Esperance.



Great Ocean Trail



Lake Monjingup

Lake Monjingup is a freshwater wetland nature reserve located 10km from Esperance, offering a peaceful contrast to the region's coastal environments. The reserve is accessed via Telegraph Road and features a network of walking trails, boardwalks and viewing areas that allow visitors to explore the lake and surrounding bushland. Its relatively flat terrain and accessible pathways make it a popular destination for walking, birdwatching, nature photography and quiet recreation.

The reserve contains a diverse mix of wetland and native bushland habitats, including paperbark-fringed areas, eucalypts, banksias and seasonal wildflowers. It supports a rich variety of wildlife, with numerous bird species, frogs, reptiles and native mammals inhabiting the area. Throughout the year, visitors can experience changing water levels, flowering vegetation and abundant birdlife, making the landscape feel dynamic and ecologically significant.

The site's appeal lies in its natural vistas, where still water reflects surrounding trees and vegetation, creating a strong sense of calm and immersion in nature. Boardwalks, bird hides and walking trails encourage visitors to move through the landscape at a slower pace, pausing to observe wildlife and appreciate the wetland environment.

This opportunity is open to established artists only.

Specific location for artwork to be determined with the artist, Elders and Shire of Esperance.



Lake Monjingup



Salmon Gums

The Salmon Gums rest stop is located within the small rural town of Salmon Gums, approximately 100 kilometres east of Esperance along the Coolgardie–Esperance Highway. Positioned opposite the local convenience store, this roadside location serves as a stopping point for travellers, tourists and freight drivers moving between Esperance, inland Western Australia, the Western coast and Eastern States road connections, and a gateway to the surrounding agricultural and natural landscapes.

The terrain is predominantly flat and open, reflecting the broad plains of the Esperance hinterland. Vegetation in the area includes remnant salmon gum woodlands, mallee vegetation, native shrubs and roadside wildflowers that flower seasonally throughout the region. Visitors may encounter a range of native birds and wildlife associated with these woodland and agricultural environments, while the iconic salmon gum trees provide a strong visual connection to the town’s identity and name.

The character of the area is defined by expansive inland vistas, big skies and long views across farmland and native vegetation. Unlike Esperance’s coastal locations, Salmon Gums offers a distinctly inland experience, with a sense of openness, space and journey. Visitors typically interact with the site as a place to pause, rest and orient themselves before continuing their travels, making the site well suited to mark a sense of arrival within the broader Esperance area.

Open to established artists only.



Salmon Gums



Esperance Jetty

The Esperance Jetty is located on the town foreshore within Esperance Bay, extending from the shoreline into sheltered turquoise waters. The site encompasses both the jetty structure itself and the adjacent shoreline, creating a highly accessible public space used by locals and visitors throughout the year. The terrain includes the jetty deck, sandy beach edges, rock revetments and shallow coastal waters, all connected to the wider foreshore precinct.

The area supports a variety of coastal and marine life. Along the shoreline, visitors encounter coastal vegetation and landscaped foreshore plantings, while the waters surrounding the jetty provide habitat for fish, squid and other marine species. Dolphins, stingrays and seals are occasionally observed within the bay, and the jetty itself functions as an important recreational fishing and diving location. The marine environment, combined with the clear waters of Esperance Bay, creates a strong connection between people and the ocean.

The site’s defining feature is its outlook across Esperance Bay, with views extending towards the Bay of Isles, the town foreshore and surrounding coastal landscapes. Visitors interact with the location in many ways, including walking, fishing, sightseeing, diving, photography and simply spending time by the water. The combination of land and sea experiences, public activity and ever-changing coastal conditions makes the jetty precinct an ideal setting for families, with play space and cafe nearby.

The jetty line also marks the “Black Line”, referring to the painful era of racial segregation and a discriminatory sunset curfew enforced against local Wudjari Noongar people from the 1930s onward – where local Aboriginal people were legally prohibited from crossing this line into the Esperance townsite after 6pm, making it a symbol of systematic exclusion and sadness alongside its role in maritime history.

Open to established artists only.



Esparance Jetty



Procurement Process

BAARNDI TRAIL

Open to local artists only (must reside in or be able to demonstrate strong links to the Shire of Esperance area)

Artists may be emerging or established.

STRUCTURE

Stage 1: Expression of Interest

Stage 2: Evaluation and Artist Selection

Stage 3: Concept Design

STAGE 1

EXPRESSION OF INTEREST

Through an advertised 'open call-out' process (this document), artists will be asked to respond to the Baarndi trail opportunity through an Expression of Interest (EOI) process.

For emerging artists that cannot demonstrate relevant previous experience, we accept a 'statement of assistance' outlining areas an emerging artist may feel assistance will be required.

SUBMISSION REQUIREMENTS: ESTABLISHED ARTISTS

To be sent as 1 combined PDF document:

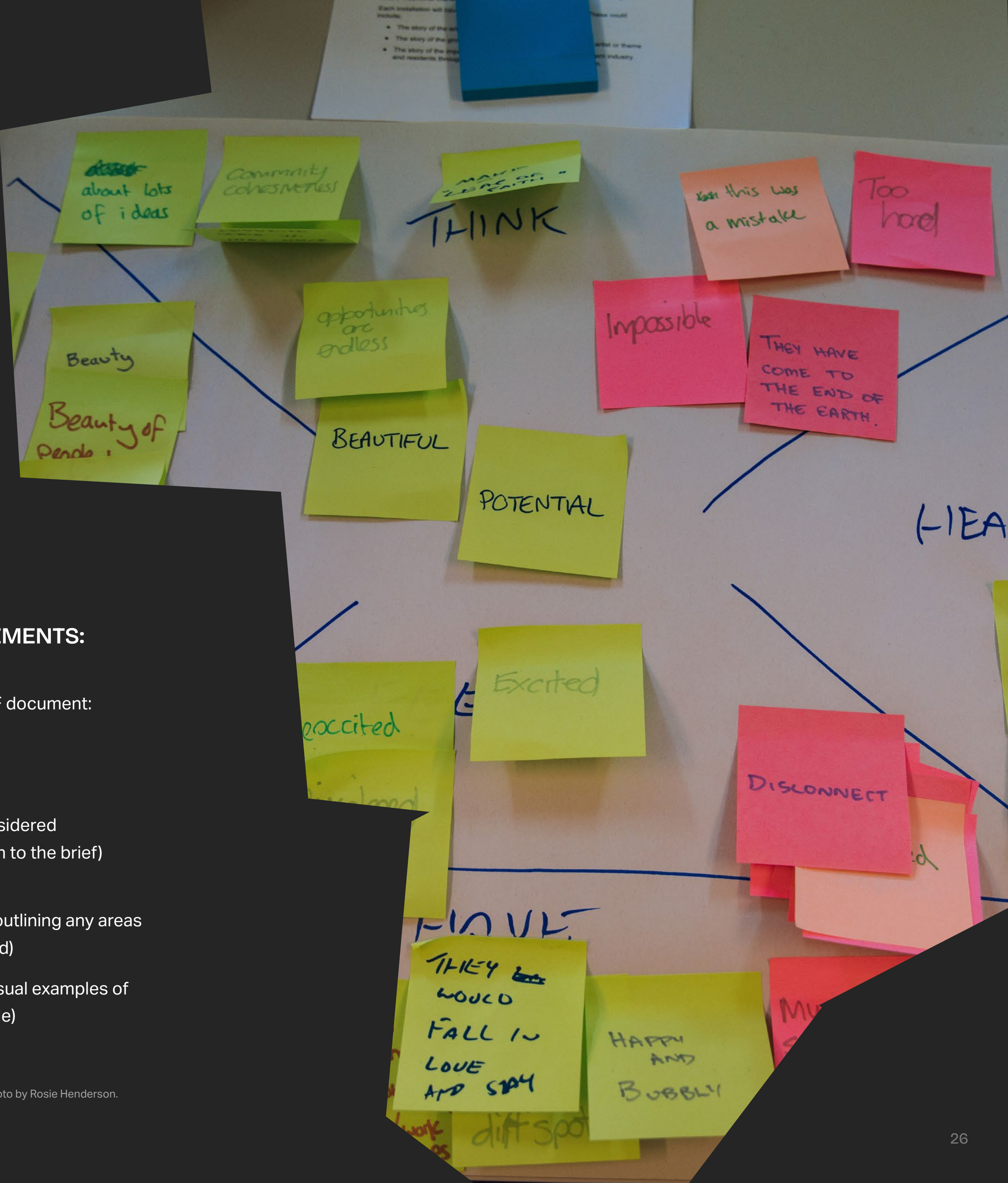
- Contact details
- CV / Resume
- Statement of intent (a considered written response/approach to the brief) – 1 page maximum
- Supportive material (e.g visual examples of previous artwork)

SUBMISSION REQUIREMENTS: EMERGING ARTISTS

To be sent as 1 combined PDF document:

- Contact details
- CV / Resume
- Statement of intent (a considered written response/approach to the brief) – 1 page maximum
- Statement of assistance (outlining any areas assistance may be required)
- Supportive material (e.g visual examples of previous artwork if available)

PHOTO CREDIT
Esperance Sculpture Trail Workshops, 2025, Photo by Rosie Henderson.



Procurement Process

BAARNDI TRAIL

STAGE 2

EVALUATION & SELECTION

Following the submission deadline of Expression of Interest, all submissions will be assessed using the evaluation criteria below.

Selected artists will be notified in writing that they have been accepted to progress through to the next stage. After the artists have been confirmed, all unsuccessful applicants will be notified and offered feedback as required.

EVALUATION CRITERIA: EMERGING ARTISTS

50% | Artistic Merit

The submission evidences the capacity to develop meaningful, culturally responsive and place-based public artworks that create lasting connections with audiences and community.

35% | Response to Place/Brief

Response to the brief and approach to satisfying the site, context and curatorial aspirations of this brief. It considers the artist's understanding of the physical environment, cultural narratives, community context/engagement, and any historical or environmental factors relevant to the location.

15% | Relevant Experience / Capability

The artist's demonstrated ability to deliver projects of a similar scale and complexity, and may include previous artworks, professional experience, or evidence working within public, collaborative or technically demanding contexts. For emerging artists, this may include transferable skills, smaller-scale projects, or other relevant experience that indicates capability. All artists must demonstrate strong experience and ability in community engagement, consultation and/or co-design. The panel will assess the extent to which the artist's background provides confidence in their ability to realise the proposed work.

EVALUATION CRITERIA: ESTABLISHED ARTISTS

40% | Artistic Merit

Demonstrated artistic excellence, originality and creative vision, including a clear artistic methodology. The submission evidences the capacity to develop meaningful, culturally responsive and place-based public artworks that create lasting connections with audiences and community.

30% | Response to Place/Brief

Response to the brief and approach to satisfying the site, context and curatorial aspirations of this brief. It considers the artist's understanding of the physical environment, cultural narratives, community context, and any historical or environmental factors relevant to the location.

30% | Relevant Experience / Capability

The artist's demonstrated ability to deliver projects of a similar scale and complexity, and may include previous artworks, professional experience, or evidence working within public, collaborative or technically demanding contexts. For established artists, this will focus on proven delivery and track record. All artists must demonstrate strong experience and ability in community engagement, consultation and/or co-design.

STAGE 3

CONCEPT DESIGN

Once shortlisted, local artists selected for the Baarndi Trail will attend a facilitated storytelling/ yarning session with all key stakeholders, facilitated by FORM, designed to increase cultural awareness and guide narrative development for both the individual artworks and overall trail.

Shortlisted artists will then be asked to prepare a Concept Design Proposal (CDP) for their sculpture. FORM will provide tailored assistance to emerging artists to facilitate concept development as required.

An Artist's Concept Design Proposal should include:

- A cover letter stating name of artist(s), contact details: name, postal address, email address, phone number
- Detail of community engagement/co-design process, intended storytelling, and demonstration of community consent
- Detailed sketches, renderings and/or scale of model of the proposed work and supporting text.
- Description of materials, fabrication process and installation methodology
- An approved biography for use

Procurement Process

OTHER OPPORTUNITIES

- Helms Arboretum
- Salmon Gums
- Esperance Jetty
- Great Ocean Trail
- Lake Monjingup

Open to established artists only.

STRUCTURE

- Stage 1: Expression of Interest
- Stage 2: Evaluation and artist selection
- Stage 3: Artist visits and community engagement
- Stage 4: Concept Design

STAGE 1 EXPRESSION OF INTEREST

Through an advertised ‘open call-out’ process, artists will be asked express their interest in being involved in the major commissioning opportunities by submitting an Expression of Interest (EOI).

SUBMISSION REQUIREMENTS: ESTABLISHED ARTISTS

To be sent as 1 combined PDF document:

- Contact details
- CV / Resume
- Statement of intent (a considered written response/approach to the brief)
– 1 page maximum
- Supportive material (e.g visual examples of previous artwork)

Note - All final sites will be subject to approvals and may not go ahead.

PHOTO CREDIT
Esperance Sculpture Trail Workshops, 2025,
Photo by Rosie Henderson.



Procurement Process

OTHER OPPORTUNITIES

STAGE 2

EVALUATION & SELECTION

Following the submission deadline of Expression of Interest, all submissions will be assessed using the evaluation criteria below.

Selected artists will be notified in writing that they have been accepted to progress through to this next stage. After the artists have been confirmed, all unsuccessful applicants will be notified and offered feedback as required.

EVALUATION CRITERIA: ESTABLISHED ARTISTS

40% | Artistic Merit

Demonstrated artistic excellence, originality and creative vision, including a clear artistic methodology. The submission evidences the capacity to develop meaningful, culturally responsive and place-based public artworks that create lasting connections with audiences and community.

30% | Response to Place/Brief

Response to the brief and approach to satisfying the site, context and curatorial aspirations of this brief. It considers the artist's understanding of the physical environment, cultural narratives, community context, and any historical or environmental factors relevant to the location.

30% | Relevant Experience / Capability

The artist's demonstrated ability to deliver projects of a similar scale and complexity, and may include previous artworks, professional experience, or evidence working within public, collaborative or technically demanding contexts, with a focus on proven delivery and track record. All artists must demonstrate strong experience and ability in community engagement, consultation and/or co-design.

STAGE 3

ARTIST SITE VISIT

Shortlisted artists that live outside of the region will be required to undertake a mandatory site visit to Esperance before concepts design begins, so the artist can seek guidance and input from the local community.

We recommend shortlisted artists visit Esperance for approximately one week to listen, learn and reflect on art, place and story. Where possible visiting artists will be paired with a local host.

A per diem/travel payment will be tailored and provided to each applicable artist to assist with travel expenses.

STAGE 4

CONCEPT DESIGN PROPOSALS

Once shortlisted artists have completed their site visit to Esperance, artists must discuss with FORM the specific opportunity or opportunities they would like to respond to. Once agreed, they will be asked to prepare a Concept Design Proposal (CDP) for each opportunity. A concept design fee will be paid for each approved CDP following its submission and upon receipt of an invoice to cover the time, ideas and labour expended by the artist.

An Artist's Concept Design Proposal will be asked to include:

- A cover letter stating name of artist(s), contact details: name, postal address, email address, phone number
- Detail of community engagement/co-design process, intended storytelling, and demonstration of community consent
- Detailed sketches, renderings and/or scale of model of the proposed work and supporting text.
- Description of materials, fabrication process, use of local materials and suppliers and installation methodology
- An approved biography for use

How to apply

1. Choose the opportunity you would like to express interest in applying for.
2. Gather the documentation required as stated above in Procurement Method section for **STAGE 1 EXPRESSION OF INTEREST**
3. Combine your documentation into one (1) PDF document
4. Send your submission soft copy as a single PDF document no later than **5pm Monday 14 September 2026** to:

Alyssa Reid

SENIOR PRODUCER

Alyssa.reid@form.net.au

PHOTO CREDIT
Picnic Beach, Esperance, WA, Australia.
Photo by Josie Elias.



Media

Artists are to be aware that FORM will be documenting this project for marketing and promotional purposes. All artists will be acknowledged on any material being used. All Intellectual Property remains with the artist.

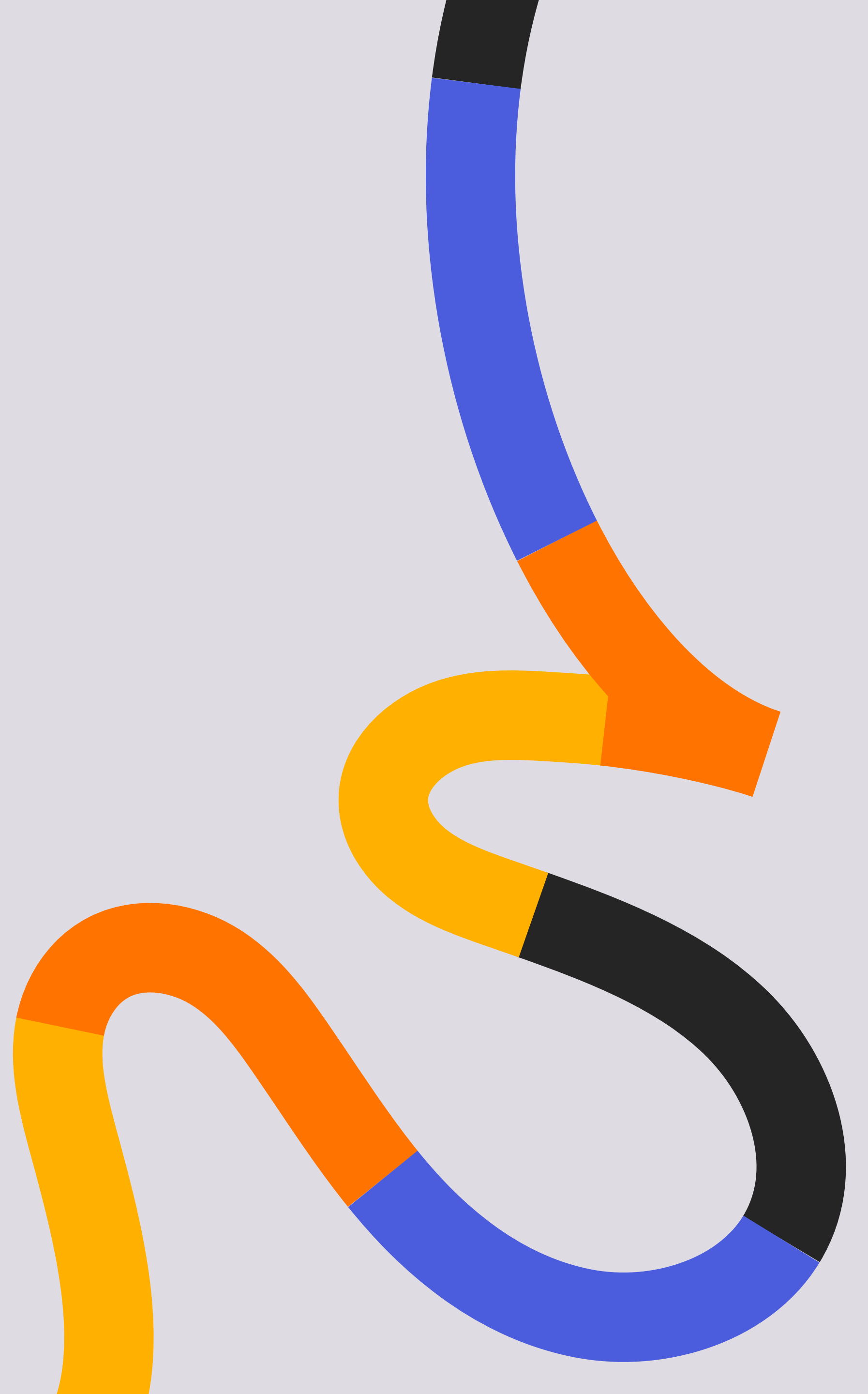


PHOTO CREDIT
All images: *Lighting the Sound* Opening celebration, 2026,
Albany WA, 2026. Photo by Astrid Volzke



PHOTO CREDIT:
Esperance Sculpture Trail Workshops, 2025,
Photo by Rosie Henderson.

Thank
You.





Contact

For any queries regarding this document,
get in touch with us.

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