

# Markets Mural

Expression of interest

Submission  
Deadline 14<sup>th</sup> of  
March 2022



Stockland ∴ Glendale



# Acknowledgment of country

Stockland recognises the custodianship of the land on which Glendale is situated – the Awabakal Nation and pays respect to their Aboriginal Elders past, present and future, and Elders from other communities.

We welcome our indigenous community to participate in the Art EOI as sole artists or inclusive group submissions. We foster Art that is centred on storytelling, visually communicating knowledge of the land, events and beliefs, furthering connection to place, continuing cultural practices, whilst educating and creating cultural respect between everyone on site





# The Opportunity

Stockland Glendale is seeking Expressions of Interest (EOI) from the Hunter - Newcastle region professional mural artists who are Australian residents and 18yrs or over.

**Mural theming: An original artwork specifically designed to celebrate fresh food, shopping local and supporting regional Farmers and Artisans.**

The onsite mural installation will need to span across two 40” (foot) shipping containers. The mural must withstand the outdoor climatic elements and be non-toxic and UV resilient.

We are looking for creative and innovative design, new ideas and sustainable practice. All execution must conform to risk and safety in design standards whilst being robust, durable and low maintenance.

Artists may submit an EOI either as an individual or as part of a team by the 14<sup>th</sup> of March:

- Artist's statement, an example of previous works.
  - Project budget and Public liability insurance (\$20m).
- Be available to complete in accordance with timelines.

Judging panel will review all submissions.

The selected artists will be appointed by the end of March to:

- Develop a concept for stakeholder sign-off, with submission no later than 1<sup>st</sup> week of June
- [Install between the 9<sup>th</sup> to 27<sup>th</sup> of May 2022.](#)

[Project Budget: \\$12,000](#)

The budget includes, but is not limited to, mural installations at the site, all artists fees, and installation by qualified artist equipment, insurance and engineering certification costs, etc

Stockland has allowed for consultant's fees photography and marketing.



# Markets Details

(undercover carpark 6days per week)

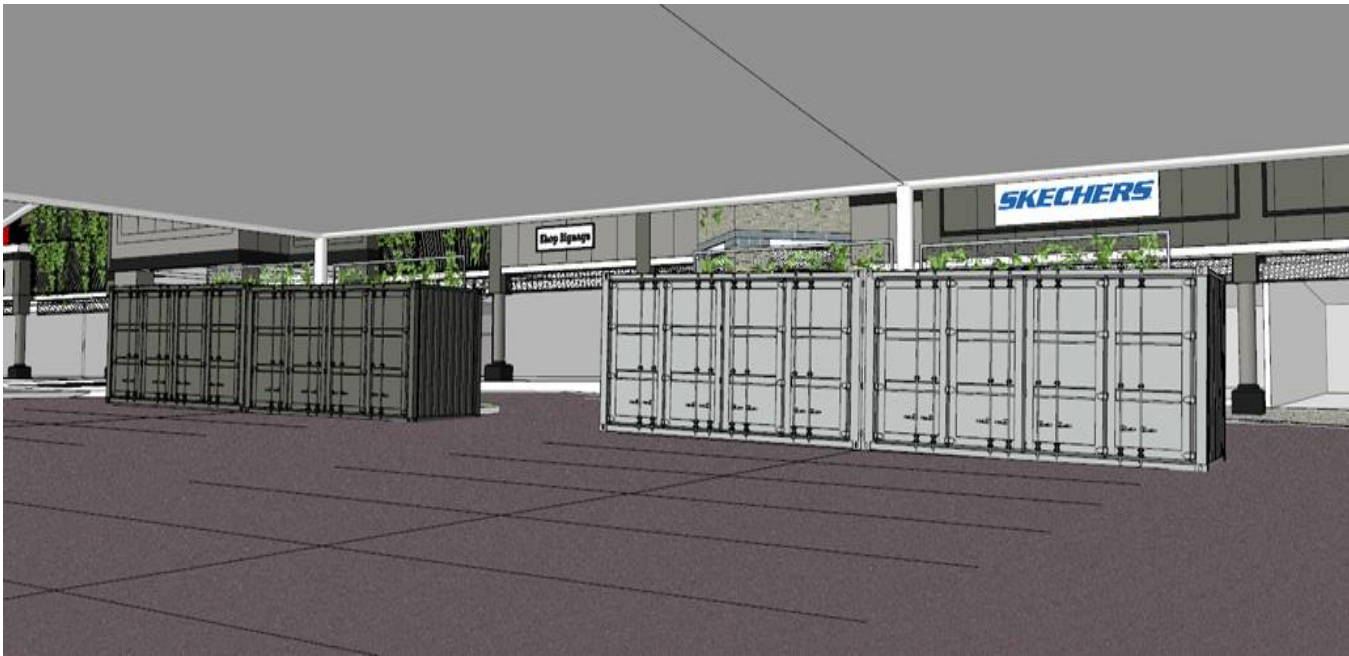




# Container details



View facing Rd –further landscaping maybe provided

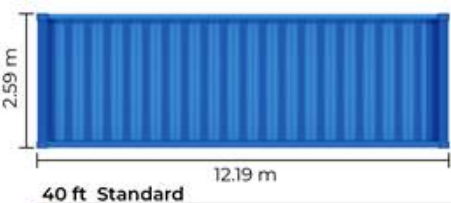


View Carpark



Indicative photo of the containers finished in a grey paint.

Replaced with roller door.



Indicative diagram for size.



# NSW Farmers & Artisan Market



Operator NSW Farmers Market: Newcastle, Lake Macquarie, Gosford and Wyong. Stall holders from the Hunter and New England region: Farmers', providores and foodies.



1 day year one – Saturdays 7am-2pm\* hours may vary  
2 days year two – Saturdays and Wednesday (likely)



Indicative photos





**Submissions to be emailed to**  
place.making@stockland.com.au



**Stockland Glendale**

387 Lake Rd  
Glendale NSW 2285

**Placemaking Manager**

Joni-Amelia Trevaskis

E: [Joni-Amelia.Trevaskis@stockland.com.au](mailto:Joni-Amelia.Trevaskis@stockland.com.au)

M: 0400 819 647

**TERMS & CONDITIONS**

The Promoter is: Stockland Development Pty Limited, ABN 71 000 064 835, Level 25, 133 Castlereagh Street, Sydney, NSW 2000 (Stockland). The final selection process will be made by a judging panel at Stockland. The number of entries to be selected is at the discretion of Stockland Development Pty Limited and this decision is final. No further negotiation will be entered into. Stockland reserves the right to vary the terms of, or cancel, the project at any time without liability to any entrant or other person, subject to applicable laws.

**PRIVACY AND COLLECTION NOTICE**

Stockland will collect and use each entrant's personal information for the purposes of:

- a) conducting the EOI (which may include disclosure to third parties for the purpose of processing and conducting the EOI) and for promotional purposes, public statements and advertisements in relation to the EOI;
- b) providing information about the products and services offered by the Promoter and its related companies and its affiliated retailers; and
- c) research to improve its products and services.

By entering the EOI, applicants consent to the use of their personal information as described in clause 5. Entrants may access, change and/or update their personal information in accordance with the Promoter's privacy policy at <https://www.stockland.com.au/privacy-policy>.


Stockland reserves the right, at any time, to request verification of the age, identity, residential address or any other information relevant to participation in the EOI of all applicants. Stockland reserves the right to disqualify any applicant who provides false information or fails to provide information that is reasonably requested by Stockland. Stockland reserves the right, in its sole discretion, to refuse to accept applicants which are incomplete, indecipherable, offensive, do not comply with these terms and conditions or which contravene any applicable laws or regulations. The eligibility of applicants is solely within the discretion of Stockland. Stockland accepts no responsibility for late, lost, misdirected or damaged entries or other communications.

If the EOI process involves submission of a photograph, drawing or other content or providing content as entry, by entering the submission process, each applicant agrees:

- a) to their entry being made available for public viewing;
- b) that all entries are subject to the approval of Stockland. Stockland reserves the right to approve all entries before publication and to remove any entries at any time in its absolute discretion. However, Stockland is not responsible for any entries that are published and visitors view them at their own risk;
- c) that if they upload or otherwise cause another person's profile picture or other Facebook content to be made publically available, that they have obtained consent from each person they add to submit that person's profile picture or other Facebook content;
- d) to release Stockland from liability for their entry to the full extent permitted by law;
- e) to indemnify Stockland against any claim, legal or otherwise that may arise out of the use or publication of the entry;
- f) and promises that their entry is original and does not infringe the intellectual property rights of any third party;
- g) that Stockland has an unrestricted, irrevocable, transferable, divisible right and licence to use and modify their entry for the purposes of Stockland's business including for promotional purposes without the payment of any further fee or compensation. If requested by Stockland, the entrant agrees to sign any further documentation required by Stockland to give effect to this arrangement. To the extent permitted by law, entrants unconditionally and irrevocably consent to any act or omission that would otherwise infringe any moral rights in their entry; and
- h) that if the entry involves a photograph, they have obtained the prior consent of any person depicted in the photo or, in the case of children, they have obtained the prior consent of the parents or legal guardians of the depicted children.

Trade Area Demographic


Stockland Glendale’s main trade area population is forecast to reach 148,120 in 2026 growing at an average rate of 1% per annum between 2021-2026. The average household income is \$92,726 in the total trade area, which is 12.4% higher than the non-metro NSW average.



COUPLES WITH DEPENDENT CHILDREN

42.3%

of the main trade area

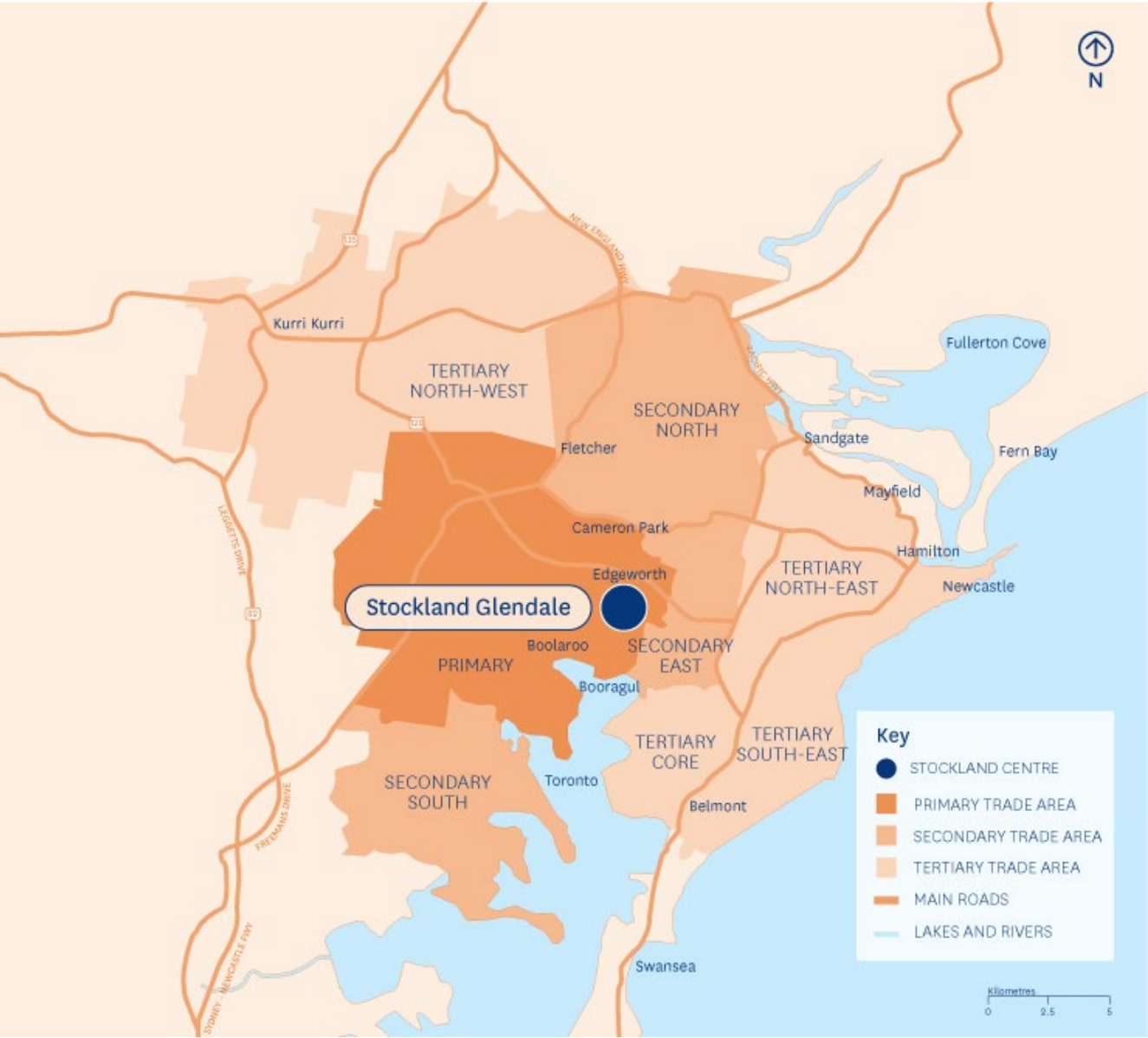


TTA AVG. HOUSEHOLD INCOME

12.4%

higher than non-metro NSW avg.

Trade Area Map



**Sources Map:** Location IQ, September 2017; Demographic Data: ABS Census of Population and Housing 2016; Location IQ, September 2017.

All due care has been taken in the preparation of this document and as at 30 June 2020, the information in this document is understood to be correct. However, no warranty is given as to the accuracy of the information contained in this document. Trade area maps and population forecasts are provided as an estimation and are indicative only. It should be noted that the information contained in this document should not be taken to be correct at any future date. Trading patterns described in this document will change in the future and this document should not be relied upon in any way to predict future trading patterns. Average annual change (%) numbers provided in this document are calculated using CAGR. The management of Stockland regard the contents of this document as confidential and retailers should therefore not disclose its contents to any person other than personnel of the retailers involved in the management or promotion of their business at Stockland.

Characteristics	Primary Sector	Secondary Sectors			Main TA	Tertiary Sectors				Total TA	NM NSW Average	Aust Average
		North	East	South		North East	South-East	Core South	North-West			
Income Levels												
Average Per Capita Income	\$33,535	\$34,064	\$36,457	\$36,139	\$34,600	\$42,337	\$37,372	\$37,714	\$31,486	\$37,666	\$34,181	\$38,497
Per Capita Income Variation	-1.9%	-0.3%	6.7%	5.7%	1.2%	23.9%	9.3%	10.3%	-7.9%	10.2%	n.a.	n.a.
Average Household Income	\$87,435	\$87,945	\$91,694	\$86,873	\$88,153	\$98,519	\$92,368	\$96,223	\$80,727	\$92,726	\$82,505	\$98,478
Household Income Variation	6%	6.6%	11.1%	5.3%	6.8%	19.4%	12.0%	16.6%	-2.2%	12.4%	n.a.	n.a.
Average Household Size	2.6	2.6	2.5	2.4	2.5	2.3	2.5	2.6	2.6	2.5	2.4	2.6
Age Distribution (% of Pop'n)												
Aged 0-14	20.1%	19.6%	19%	16.3%	19.1%	16.3%	19.1%	19%	21.2%	18.3%	18.5%	18.8%
Aged 15-19	6.3%	6.2%	6.4%	5.9%	6.2%	5.6%	6%	6.8%	6.5%	6.1%	6%	6.1%
Aged 20-29	12.1%	15.1%	11.4%	9.6%	12.6%	17.4%	11.6%	10%	12.8%	13.9%	11.1%	13.8%
Aged 30-39	13.5%	13%	12.5%	9.3%	12.5%	14%	12.9%	10.5%	12.2%	12.8%	11%	14%
Aged 40-49	13%	12.7%	13.3%	12.3%	12.8%	13.1%	13.1%	13.7%	13.1%	13%	12.5%	13.5%
Aged 50-59	12.7%	11.7%	13.2%	14%	12.7%	12.8%	12.6%	14.2%	12.4%	12.8%	13.8%	12.7%
Aged 60+	22.2%	21.7%	24%	32.6%	24.1%	20.8%	24.7%	26%	21.6%	23.1%	27%	21.1%
Average Age	38.6	38.1	39.9	44.2	39.6	38.9	40.1	41	37.8	39.5	41.3	38.5
Housing Status (% of H'holds)												
Owner/Purchaser	75.7%	71%	78.3%	77.1%	74.7%	61.4%	75.8%	75.2%	70.1%	69.9%	71%	68%
Renter	24.3%	29%	21.7%	22.9%	25.3%	38.6%	24.2%	24.8%	29.9%	30.1%	29%	32%
Birthplace (% of Pop'n)												
Australian Born	92.3%	85.5%	90.7%	90.6%	89.3%	87.1%	91.5%	91.2%	95.2%	89.3%	89.2%	72.9%
Overseas Born	7.7%	14.5%	9.3%	9.4%	10.7%	12.9%	8.5%	8.8%	4.8%	10.7%	10.8%	27.1%
• Asia	1.8%	6.2%	1.9%	1%	3.3%	3.6%	1.7%	1.3%	1%	2.9%	2.1%	10.7%
• Europe	3.6%	4%	4.3%	5.4%	4.2%	5%	4.1%	4.8%	2.4%	4.4%	5.2%	8%
• Other	2.3%	4.3%	3%	3%	3.2%	4.3%	2.7%	2.7%	1.4%	3.4%	3.4%	8.4%
Family Type (% of Pop'n)												
Couple With Dep't Children	43.6%	44.3%	42.2%	36.1%	42.3%	40.5%	43%	43.9%	41.5%	42%	39.4%	45.2%
Couple With Non-Dep't Children	9.3%	8.8%	8.9%	9.9%	9.2%	6%	8.1%	9.1%	9%	8%	7.4%	7.8%
Couple Without Children	22.2%	21.9%	23.2%	28.6%	23.3%	23.7%	23.5%	23.6%	21.1%	23.4%	26.1%	23%
Single With Dep't Children	10.4%	10%	10.1%	9.5%	10.1%	9%	9.2%	9.3%	13%	9.7%	10.2%	8.9%
Single With Non-Dep't Children	4.8%	4.1%	4.5%	4.5%	4.5%	4.3%	4.9%	3.9%	4.7%	4.4%	4%	3.7%
Other Family	0.8%	1%	1%	0.8%	0.9%	1.4%	0.8%	0.6%	0.9%	1%	0.9%	1.1%
Lone Person	8.8%	9.9%	10%	10.6%	9.7%	15%	10.6%	9.5%	9.8%	11.4%	12.1%	10.2%

Trade Area Population

Trade Area Sector	Forecast Population 2021	Forecast Population 2026	Average Annual Change (%) 2021-2026
Primary Sector	47,380	50,980	1.5%
Secondary Sector			
• North	50,470	53,470	1.2%
• East	19,610	19,960	0.4%
• South	23,210	23,710	0.4%
<b>Total Secondary</b>	<b>93,290</b>	<b>97,140</b>	<b>0.8%</b>
<b>Main Trade Area</b>	<b>140,670</b>	<b>148,120</b>	<b>1%</b>
Tertiary Sector			
• North-East	116,160	121,160	0.8%
• South-East	37,600	38,350	0.4%
• Core South	33,400	33,800	0.2%
• North-West	17,150	18,550	1.6%
<b>Total Total Tertiary</b>	<b>204,310</b>	<b>211,860</b>	<b>0.7%</b>
<b>Total Trade Area</b>	<b>344,980</b>	<b>359,980</b>	<b>0.9%</b>