

# Rockhampton Dining & Entertainment precinct mural

Open Expression of interest

Submission  
Deadline  
31<sup>st</sup> August 2022



Stockland



Rockhampton



# Acknowledgment of country

Stockland recognises the custodianship of the land on which Rockhampton is situated – Darumbal People 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

We're looking for a gateway mural to provide vibrancy to our dining & entertainment precinct.

Explore "Festivities, food and fun" themes whilst celebrating Rockhampton regional lifestyle.



Stockland Rockhampton is seeking Expressions of Interest (EOI) from professional mural artists who are Australian residents and 18yrs or over.

The Mural can be a range of mediums, from traditional paint to montages fixed to the wall. Artists are invited to showcase their creative and innovative designs, new ideas and sustainable practice.

All execution must conform to risk and safety in design standards, and the permanent artwork must be robust, durable and low maintenance (5-7yr installation).

Artist to submit a fee including all costs: mural installation, creative work and concept development, equipment such as lift platforms, travel, meals, media promo and insurance.

Stockland has allowed for consultant fees for photography and marketing.

Artists may submit an EOI either as an individual or as part of a team:

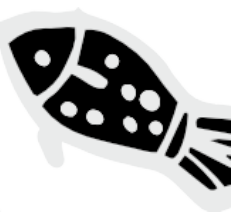
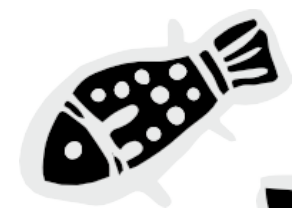
- Artist's statement, an example of previous works.
- Project budget, installation programme and a copy of Public liability insurance (\$20m).
- Be available to complete as per timelines.

Closes Wednesday the 31st of August 2022:

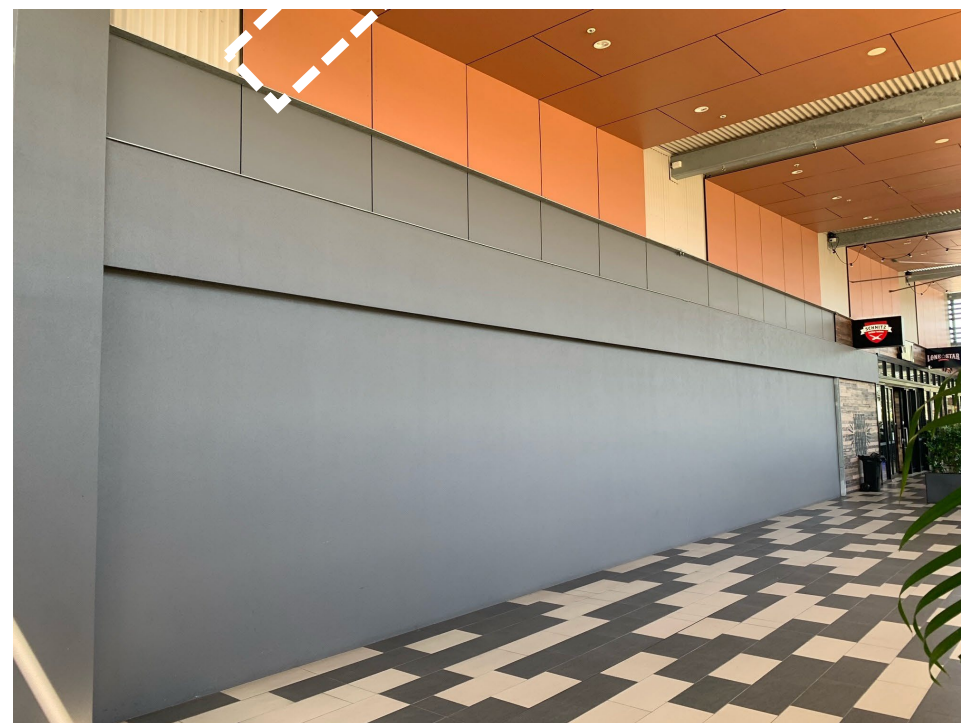
The Stockland arts panel will review all submissions and shortlist up to three artists. Shortlisted Artists will be provided with a \$500 fee to illustrate a concept due on the 16th of September.

The final concepts will be published on social media channels to encourage community engagement and feedback. Stockland arts panel will select the final artwork and announce artists by the end of September.

The artwork installation period is either Oct-Nov or Feb-March, subject to safe weather conditions and agree with the place manager. Most works can be installed during centre hours, subject to traffic management arrangements.







## Mural details

Veranda Mural is nestled at the end of the dining precinct

- Currently grey
- Size ~16mL x 2.8mH

Gateway Mural

- Main wall (Khaki and white)~80mL x 8mH
- Bulkhead above entry (white)~13.2mL x 3.8mH x
- Include fire corridor stair wall approx. 3m x 1.6mH

Murals are to be completed onsite on the wall substrate (not off site and brought in and assembled)

Concrete Walls will be pressured washed and ready for artist to apply paint.

The mural must be able to withstand the outdoor climatic elements, be waterproof, non-toxic, UV stable.



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



**Stockland Rockhampton**  
**120-331 Yaamba Rd,**  
**Park Avenue QLD 4701**  
**Placemaking Manager**

Sam Vasilevski  
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#### 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 Rockhampton is forecast to service a total trade area population of 234,172 by 2021. The total trade area has an average household income of \$98,639, which is 12.8% higher than the non-metro QLD average. The trade area has a large proportion of couples with dependent children 46% compared to the non-metro QLD average of 41.7%.



### POPULATION

234,172 in total trade area by 2021



### AVG. HOUSEHOLD INCOME

\$98,639 in total trade area

## Trade Area Map



**Map Sources:** Location IQ, July 2017; Demographic Data: ABS Census of Population and Housing 2016; Location IQ, May 2018.

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                | PrimarySector |          | Secondary Sectors |          |           | Main TA  | Tertiary Sectors |           | Total TA | Non Metro QLD Avg. | Aust Avg. |
|--------------------------------|---------------|----------|-------------------|----------|-----------|----------|------------------|-----------|----------|--------------------|-----------|
|                                | North         | South    | North             | South    | West      |          | Biloela          | Gladstone |          |                    |           |
| Income Levels                  |               |          |                   |          |           |          |                  |           |          |                    |           |
| Average Per Capita Income      | \$34,693      | \$35,463 | \$37,161          | \$31,224 | \$44,999  | \$37,342 | \$40,571         | \$42,601  | \$38,884 | \$35,280           | \$38,500  |
| Per Capita Income Variation    | -1.7%         | 0.5%     | 5.3%              | -11.5%   | 27.5%     | 5.8%     | 15.0%            | 20.8%     | 10.2%    | n.a.               | n.a.      |
| Average Household Income       | \$89,318      | \$87,764 | \$88,668          | \$72,429 | \$118,951 | \$94,191 | \$102,303        | \$109,962 | \$98,639 | \$87,408           | \$98,486  |
| Household Income Variation     | 2.2%          | 0.4%     | 1.4%              | -17.1%   | 36.1%     | 7.8%     | 17.0%            | 25.8%     | 12.8%    | n.a.               | n.a.      |
| Average Household Size         | 2.6           | 2.5      | 2.4               | 2.3      | 2.6       | 2.5      | 2.5              | 2.6       | 2.5      | 2.5                | 2.6       |
| Age Distribution (% of Pop'n)  |               |          |                   |          |           |          |                  |           |          |                    |           |
| Aged 0-14                      | 20.7%         | 21.2%    | 18.2%             | 18.2%    | 25.1%     | 21.3%    | 22.4%            | 23.5%     | 21.9%    | 18.7%              | 18%       |
| Aged 15-19                     | 6.8%          | 7.4%     | 6.4%              | 5.5%     | 5.7%      | 6.6%     | 5.6%             | 6.4%      | 6.5%     | 6.2%               | 6.1%      |
| Aged 20-29                     | 13.7%         | 14.1%    | 9.4%              | 7.4%     | 14.4%     | 12.9%    | 11.8%            | 13.5%     | 13%      | 12.3%              | 13.9%     |
| Aged 30-39                     | 13.4%         | 12.5%    | 10.7%             | 10%      | 17%       | 13.4%    | 14.5%            | 14.4%     | 13.7%    | 12.5%              | 14.1%     |
| Aged 40-49                     | 12.9%         | 12.1%    | 13.4%             | 13.3%    | 14.1%     | 13.1%    | 13.3%            | 15.2%     | 13.6%    | 13.7%              | 13.7%     |
| Aged 50-59                     | 12.9%         | 13.1%    | 15.4%             | 17%      | 12.6%     | 13.5%    | 14.2%            | 13.2%     | 13.5%    | 13.6%              | 12.9%     |
| Aged 60+                       | 19.7%         | 19.5%    | 26.3%             | 28.7%    | 10.9%     | 19.2%    | 18.1%            | 13.7%     | 17.8%    | 23.1%              | 21.3%     |
| Average Age                    | 37.3          | 37.1     | 41.5              | 42.8     | 32.6      | 37.1     | 36.8             | 34.5      | 36.5     | 39.6               | 38.9      |
| Housing Status (% of H'holds)  |               |          |                   |          |           |          |                  |           |          |                    |           |
| Owner/Purchaser                | 67.9%         | 61.5%    | 70.4%             | 79.2%    | 47.1%     | 63.3%    | 65.3%            | 61.7%     | 63.0%    | 64.7%              | 67.9%     |
| Renter                         | 32.1%         | 38.5%    | 29.6%             | 20.8%    | 52.9%     | 36.7%    | 34.7%            | 38.3%     | 37.0%    | 35.3%              | 32.1%     |
| Birthplace (% of Pop'n)        |               |          |                   |          |           |          |                  |           |          |                    |           |
| Australian Born                | 90.3%         | 92.3%    | 88.8%             | 95.2%    | 89%       | 90.4%    | 91.3%            | 85.1%     | 89.1%    | 82.3%              | 72.9%     |
| Overseas Born                  | 9.7%          | 7.7%     | 11.2%             | 4.8%     | 11%       | 9.6%     | 8.7%             | 14.9%     | 10.9%    | 17.7%              | 27.1%     |
| - Asia                         | 4.5%          | 2.1%     | 1%                | 0.4%     | 2.5%      | 2.8%     | 3.5%             | 3.7%      | 3%       | 3.5%               | 10.7%     |
| - Europe                       | 1.7%          | 2%       | 5.1%              | 2.4%     | 1.6%      | 2.4%     | 1.6%             | 3.5%      | 2.6%     | 6%                 | 8%        |
| - Other                        | 3.5%          | 3.6%     | 5.1%              | 2%       | 6.9%      | 4.5%     | 3.6%             | 7.7%      | 5.2%     | 8.1%               | 8.4%      |
| Family Type (% of Pop'n)       |               |          |                   |          |           |          |                  |           |          |                    |           |
| Couple With Dep't Children     | 43.2%         | 41.9%    | 39.1%             | 33.9%    | 54%       | 44.2%    | 48.5%            | 50.2%     | 46%      | 41.7%              | 45.2%     |
| Couple With Non-Dep't Children | 7.6%          | 6.7%     | 7.2%              | 7.2%     | 5.1%      | 6.8%     | 6.5%             | 6%        | 6.6%     | 6.7%               | 7.8%      |
| Couple Without Children        | 22.8%         | 22.1%    | 29%               | 29.4%    | 20.5%     | 23.5%    | 25.4%            | 22.7%     | 23.4%    | 26.1%              | 23%       |
| Single With Dep't Children     | 11.4%         | 12.8%    | 9.7%              | 10.6%    | 8.2%      | 10.6%    | 5.9%             | 8.8%      | 9.9%     | 10.3%              | 8.9%      |
| Single With Non-Dep't Children | 3.8%          | 4%       | 2.8%              | 4.5%     | 1.9%      | 3.3%     | 2.5%             | 2.6%      | 3.1%     | 3.5%               | 3.7%      |
| Other Family                   | 1.0%          | 1.1%     | 0.7%              | 1.1%     | 0.8%      | 0.9%     | 0.8%             | 0.7%      | 0.9%     | 0.9%               | 1.1%      |
| Lone Person                    | 10.3%         | 11.4%    | 11.5%             | 13.5%    | 9.6%      | 10.7%    | 10.5%            | 8.9%      | 10.2%    | 10.8%              | 10.2%     |

## Trade Area Population

| Trade Area Sector       | Forecast Population 2021 | Forecast Population 2026 | Average Annual Change (%) 2021-2026 |
|-------------------------|--------------------------|--------------------------|-------------------------------------|
| Primary Sector          |                          |                          |                                     |
| - North                 | 57,452                   | 59,733                   | 0.8%                                |
| - South                 | 33,320                   | 35,039                   | 1%                                  |
| <b>Total Primary</b>    | <b>90,772</b>            | <b>94,772</b>            | <b>0.9%</b>                         |
| Secondary Sectors       |                          |                          |                                     |
| - North                 | 28,100                   | 30,350                   | 1.6%                                |
| - South                 | 7,430                    | 7,680                    | 0.7%                                |
| - West                  | 35,880                   | 36,255                   | 0.2%                                |
| <b>Total Secondary</b>  | <b>71,410</b>            | <b>74,285</b>            | <b>0.8%</b>                         |
| <b>Main Trade Area</b>  | <b>162,182</b>           | <b>169,057</b>           | <b>0.8%</b>                         |
| Tertiary Sectors        |                          |                          |                                     |
| - Biloela               | 13,620                   | 13,820                   | 0.3%                                |
| - Gladstone             | 58,370                   | 60,870                   | 0.8%                                |
| <b>Total Tertiary</b>   | <b>71,990</b>            | <b>74,690</b>            | <b>0.7%</b>                         |
| <b>Total Trade Area</b> | <b>234,172</b>           | <b>243,747</b>           | <b>0.8%</b>                         |