



September 2026

Next Stop: Maitland

Public Art Commission
Expression of Interest

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Acknowledgement of Country

We acknowledge the Wonnarua People as the Traditional Owners and Custodians of the land within the Maitland Local Government Area. Council pays respect to all Aboriginal Elders, past, present and future with a spiritual connection to these lands.



Next Stop: Maitland

Proudly funded by Transport for NSW as part of the reVITALise – Public Transport Precinct Vibrancy Grant.

Next Stop: Maitland enables the delivery of place-based improvements at Maitland Railway Station and its surrounding area with the aim to:

- Create a safer, more welcoming and vibrant transport hub,
- Build seamless connectivity for the first and last mile journeys and
- Activate the Maitland Station precinct.

This public artwork commission provides an opportunity to transform an everyday journey into an engaging public art experience to improve the perception of safety at night and create a distinctive landmark that reflects our place, people and stories.

Learn more about [Next Stop: Maitland](#) and how we got here.



Maitland Station, Maitland NSW 2320

Purpose

Maitland City Council is inviting artists to develop a site and community responsive artwork for our city's most significant transport gateways – Maitland Railway Station.

As part of the works, Council seeks to transform the covered pedestrian walkway connecting the bus interchange and railway station entry into an immersive public art experience.

The supplied artwork must be capable of being digitised so it can be printed onto custom ceiling panels that will form part of a striking illuminated ceiling to create a unique "light tunnel" effect to welcome the thousands of commuters, visitors and residents every year.

A place of arrival, connection and journey

Maitland Railway Station has been connecting people, communities and industries for more than 165 years. Since opening in the 1800s as part of the Great Northern Railway, the station has played a pivotal role in the growth of Maitland and the Hunter Region, facilitating the movement of people, agricultural produce, coal and commerce.

Today, the station remains one of the Hunter's busiest transport hubs, serving thousands of passengers each week and acting as an important gateway between the city, surrounding suburbs and the wider region. For many visitors, the station provides their first impression of Maitland.

The station sits within a city shaped by the Hunter River, a place where waterways, railways and roads have intersected for generations. The city's evolution has been influenced by its rich Aboriginal history, colonial settlement, agricultural prosperity, industrial development and ongoing transformation into a vibrant regional city.



Athel D'Ombain, Market Day, Maitland Station, NSW, c.1920, Living Histories, University of Newcastle, [B10398-N0459], accessed 27 August 2026, <https://livinghistories.newcastle.edu.au/nodes/view/14797>

The creative opportunity

Maitland Railway Station is an important arrival point and gateway to the city. Council is seeking artwork that celebrates the significance of the station and its connection to Maitland's history, identity, community and future.

The artwork will transform an everyday commuter experience into a vibrant civic experience that reflects what makes Maitland uniquely Maitland. It should create a sense of arrival, invite people to pause and look, and contribute to a memorable experience for people travelling through the station.

Council is seeking an artist or artist team to develop original artwork, or adapt an existing artwork, for digital reproduction within the project's design specifications. The artwork may incorporate one or more creative approaches, including historical illustration, abstract art, photography, collage, typography, mixed media or other digital practices.

This EOI is open to artists at different stages of their professional practice. Relevant experience may include public art, mural art, illustration, digital art, graphic design, photography or other creative practices relevant to the opportunity. Artists must be able to supply the final artwork as a high-resolution digital file in accordance with Council's design specifications.

Thinking beyond the ceiling

Artists are encouraged to consider the ceiling not simply as a surface, but as an opportunity to use light, colour, movement and storytelling to create an engaging and memorable experience for everyone travelling through Maitland Railway Station.

'Here are the ingredients, but we want the artist to decide what the meal is'

Artists may consider the many stories, characteristics and experiences that define Maitland, including but not limited to:

- Arrival and departure – the station as a gateway to Maitland.
- Movement and connection – people, journeys and connections between places and communities.
- Transformation and renewal – Maitland's changing identity and its future.
- River and landscape – the relationship between the Hunter River, the city and its surrounding landscape.
- Flora and fauna – the natural environment and local character.
- Community, diversity and belonging – the people and communities that make Maitland home.
- History, memory and contemporary life – the layers of Maitland's past and its continuing evolution.
- Maitland as a regional centre – its role as a place of transport, culture, commerce and community.

There is no single interpretation of the brief. Artists are encouraged to bring their own perspective, artistic language and creative practice to the opportunity and to develop a response that is distinctive, engaging and meaningful to the Maitland community.



Concept image of back lit ceiling – ‘your canvas

Artwork location and presentation

The artwork will be positioned at Maitland Railway Station, Railway Street Maitland NSW 2320.



Aerial image showing covered pedestrian walkway, inclusive of measurements

The artwork will extend across the full ceiling of the covered pedestrian walkway. The ceiling comprises three separate sections:

SECTION	APPROXIMATE LENGTH
Section A (Station Entry)	9 metres
Section B (Central Walkway)	14 metres
Section C (Bus Interchange)	23 metres

The ceiling spans approximately 1,800 mm from apex to each eave. Detailed drawings and fabrication specifications will be provided to the commissioned artist.

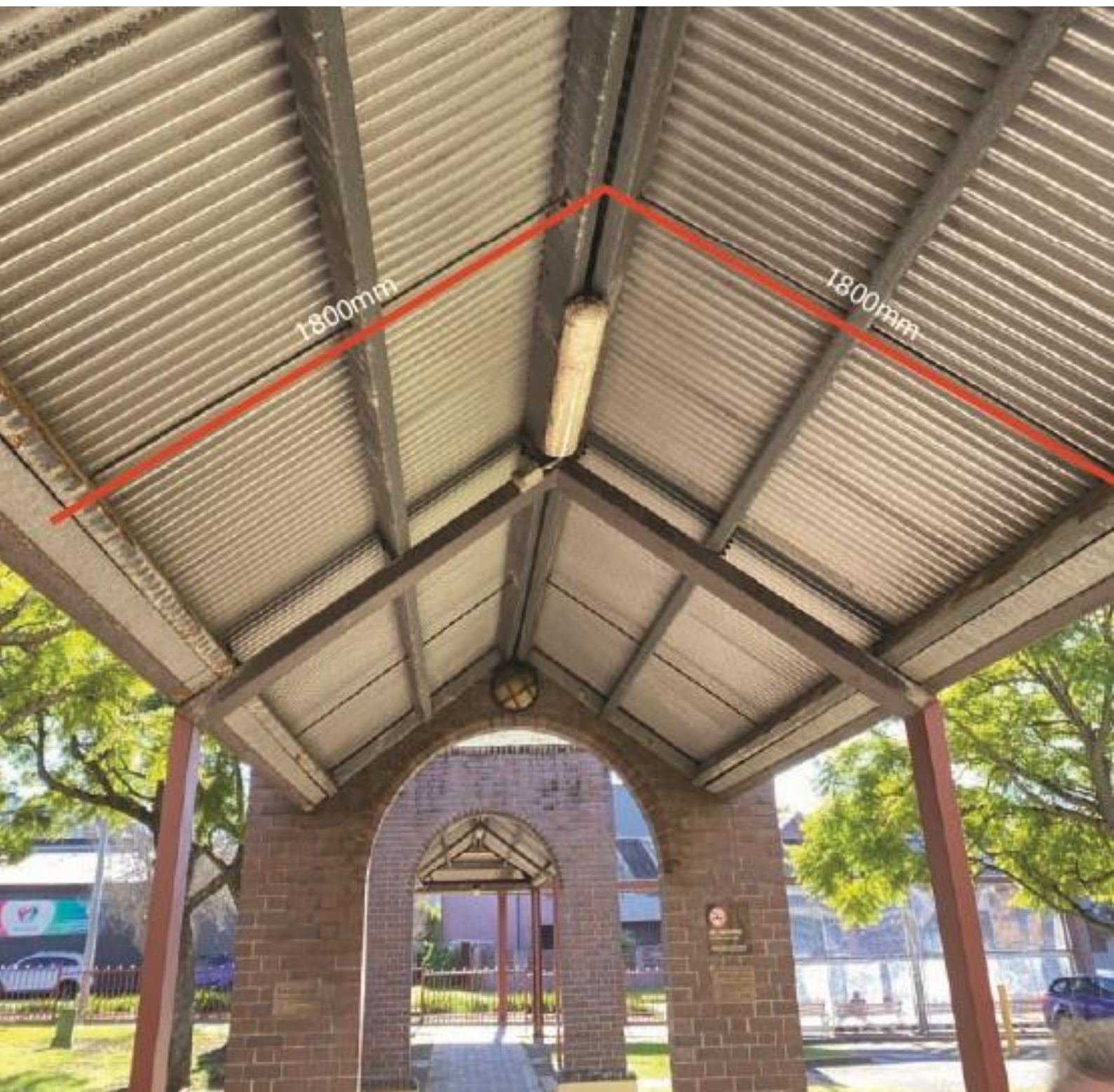


Figure 1: Current state - Image of covered pedestrian walkway underside

The commissioned artwork will be printed onto custom ceiling panels installed throughout the pedestrian walkway, which will be backlit and illuminated at night by a programmable lighting system. The lighting will primarily operate in warm white but can be programmed to display different colours for special events, seasonal activations, and if appropriate, as part of a nightly programming schedule.

The artwork should remain visually engaging both during daylight hours and at night. Artists should consider how images, colours, gradients, transparency and contrast will respond when the artwork is backlit against different colour spectrums.

Things to consider

DESIGN	• how the artwork will read across the full length of the ceiling • how visual interest across the three separate sections of the walkway will be created, while maintaining an overall cohesive design • how the artwork will be viewed from multiple directions by pedestrians walking beneath it • opportunities for repetition, rhythm or progression through the space • the final artwork will need to be in a digital format
TECHNICAL	• the digital artwork will be printed and installed onto the custom ceiling panels • Council and its appointed contractors will be responsible for fabrication, printing and installation of the artwork in consultation with the successful artist • the impact of backlighting the artwork with a spectrum of colours
FORMAT	• the final digital artwork will need to be suitable for large format printing • the final artwork must be supplied as vector artwork in EPS format • any fonts included in the artwork must be outlined. • any images must be supplied at an appropriate resolution for large scale printing. • final colour profiles, size and print specifications will be confirmed with the selected artist.

EOI Submission requirements

The selection process will follow the below sequence.

Stage 1 – Expression of Interest (EOI)

Artists/Artist teams are invited to submit an EOI via [SmartyGrants](#). Applicants are required to provide:

- CV – maximum 2 A4 pages per artist.
- Portfolio – up to 5 images of relevant previous work.
- Creative response – a short response addressing the creative vision and EOI brief. Applicants may respond:
 - in writing – maximum 400 words; or
 - via audio or video – maximum 5 minutes.

Concept drawings are not required at Stage 1. Applicants may provide sketches or visual ideas if they wish, however, these are optional and will not form part of the paid concept development.

Stage 2 – Concept development

From the EOI applications received, up to three (3) artists/artist teams will be shortlisted to develop a concept design.

A concept development fee of ***\$800 plus GST (if applicable) and superannuation at 12% of the concept development fee (where applicable)***, will be paid to each shortlisted artist or artist team for the development and delivery of their concept.

Shortlisted artists will be asked to provide the following:

- **Creative vision** – a description of the proposed artwork, including themes, storytelling and chosen medium/s (maximum 500 words, or equivalent audio/video response of up to 5 minutes).
- **Methodology** – an outline of how you will undertake any research, consultation or engagement required to develop the artwork (maximum 200 words, or equivalent audio/video response of up to 3 minutes).
- **Production approach** – an explanation of how the artwork will be created and prepared for large-format digital printing (maximum 200 words, or equivalent audio/video response of up to 3 minutes).
- **Visual concept** – sketches, drawings, mock-ups and/or other visual material to help Council understand and visualise the proposed artwork. If proposing an existing artwork, please provide details of the artwork, including its current copyright holder, any existing licensing arrangements, and any licensing or reproduction costs that would apply.
- **Artwork orientation** – visual material showing how the artwork will be presented across the three sections of the walkway.

Copyright in the artwork will remain with the artist or relevant rights holder unless otherwise agreed in writing.

Applicants are not expected to produce high fidelity or finalise/ production ready artwork at this stage. The concept should communicate the creative intent, proposed approach and how the artwork will respond to the site. The response should provide sufficient information for Council to understand the creative direction without requiring the artist to undertake detailed artwork development at this stage.

Stage 3 – Artwork commission

The successful artist/artist team will be commissioned to develop and deliver the final artwork in accordance with the approved concept and Council’s design and technical specifications.

The successful artist or artist team will receive an ***Artist Fee of \$10,000, plus GST (if applicable) and superannuation at 12% of the Artist Fee (where applicable)***. This fee is inclusive of all creative development, preparation of production-ready artwork, and licensing required for Council to use the artwork for the life of the artwork.

The final artwork fee includes:

- development and refinement of the approved concept;
- preparation of the artwork across the full walkway;
- incorporation of reasonable feedback and revisions;
- preparation of production-ready digital artwork;
- supply of final artwork files in the required format; and
- licensing of the artwork to Council for the life of the artwork.

The artist will retain copyright in the original artwork, unless otherwise agreed in writing. The successful artist/artist team will grant Maitland City Council a perpetual, non-exclusive licence to reproduce, display, install, maintain, promote and otherwise use the artwork for purposes associated with the project for the life of the artwork, without further payment or licensing fees.

Council will fund and manage the printing, fabrication and installation of the artwork separately, in consultation with the successful artist.

The successful artist/artist team will be required to work with Council and its appointed fabricator to ensure the final artwork is suitable for large-format printing and installation.

Superannuation

Where the successful artist/artist team is engaged in their individual capacity and Council is required to make superannuation guarantee contributions under applicable legislation, superannuation will be paid in addition to the artist fee.

Where the commission is contracted to a company or other legal entity, the company/entity will be responsible for meeting any superannuation obligations applicable to its employees or directors, unless otherwise required by law or agreed with Council.

Selection criteria

Applications will be assessed against four overarching selection criteria in line with [Maitland Public Art Policy](#). The criteria remains consistent across the two-stage process, however, the focus of assessment will differ between Stage 1 and Stage 2, as outlined below.

Stage 1 – Expression of Interest (EOI)

This stage will assess the artist's demonstrated practice, experience, creative potential, understanding of the opportunity and capacity to deliver the project. ***We're assessing you and your practice.***

Stage 2 – Concept Development

This stage will assess your developed concept, the quality, creativity and originality, its response to the site and brief, and the artist's ability to deliver the proposed artwork. ***We're assessing the artwork you've developed***

WEIGHTING	STAGE 1 – EOI	STAGE 2 – CONCEPT
20%	Artistic practice and quality – demonstrated experience, artistic excellence and relevance of the artist's practice.	Artistic quality – strength, quality and appropriateness of the proposed artwork.
30%	Creative potential and approach – creativity, originality and potential to develop a strong response to the opportunity.	Creativity, originality and innovation – strength and originality of the proposed concept.
30%	Response to the brief – demonstrated understanding of the site, place, identity, storytelling and community context.	Response to the brief – strength of the concept's response to the site, place, identity, storytelling and community context.
20%	Delivery capability – demonstrated experience and ability to deliver comparable projects within scope, budget and timeframe.	Delivery capability – demonstrated ability to deliver the proposed artwork within scope, budget and timeframe

Insurance, risk management and intellectual property

The successful commissioned artist/artist team will be required to enter into a formal agreement with Maitland City Council outlining the full terms and conditions of the commission.

At a minimum, the successful artist/artist team will be required to:

- Hold and provide evidence of Public Liability Insurance of \$20 million prior to commencement.
- Ensure risks associated with the development and supply of the artwork are disclosed and appropriately managed.
- Ensure the submitted artwork is original and does not infringe any third-party copyright, trademarks or intellectual property rights.
- Copyright in the artwork will remain with the artist or relevant rights holder unless otherwise agreed in writing. The successful artist/artist team will grant Council the necessary licence to reproduce, display and use the artwork for the purposes of the project.

The successful artist/artist team may be required to provide relevant copyright or licensing information prior to final approval of the artwork.

Project timeline

STAGE	DATE
Expression of Interest open	Tuesday 15 September 2026
Expression of Interest close	Monday 5 October 2026 – 5.00pm
Shortlisted submissions notified	Wednesday 14 October 2026
Shortlisted design concepts due	Wednesday 28 October 2026
Successful artist/s notified by	Wednesday 4 November 2026
Final design due	Wednesday 9 December 2026

Further information

Please contact the Place Activation team for further information, on 02 4934 3700 or place.activation@maitland.nsw.gov.au

Related resources

[Next Stop: Maitland](#)

[Transport for NSW as part of the reVITALise – Public Transport Precinct Vibrancy Grant.](#)



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maitland
CITY COUNCIL