



Expression of Interest Vietnamese Community 50th Anniversary Commemorative Marker Commission Guidelines

Introduction

Yarra City Council (Council) is collaborating with the Vietnamese community to create an enduring Commemorative Marker to recognise the 50-year anniversary of the arrival of Vietnamese refugees in Australia. The Commemorative Marker will be a tribute to those who undertook the journey to start a new life in Victoria, and a celebration of their remarkable contribution to Victoria Street and the suburbs of Richmond and Abbotsford.

The commissioned Vietnamese Community 50th Anniversary Commemorative Marker (VC50ACM) will be developed in 2025 and fabricated and installed in 2026. The total project budget is \$350,000 which will cover all aspects of the project.

This Expression of Interest is for artists or creative teams who would like to be considered for the commissioning of this significant public realm work.

Background

This year is the 50th anniversary of Vietnamese migration to Australia. At the Yarra City Council meeting on Tuesday 18 June 2024, Council approved a budget of \$350,000 towards an enduring commemoration for the Vietnamese migration anniversary, in consultation with the local Vietnamese community.

At the end of the Vietnam War, Victoria became home to many people fleeing Vietnam under communist rule. Richmond (along with Footscray and Springvale) was a popular destination for Vietnamese refugees, who were drawn to the suburb. Many Vietnamese refugees made Victoria Street their new home at that time and began working in the area—starting up businesses that would gradually transform the fabric of the suburb, and particularly Victoria Street, which is now celebrated for its Vietnamese cuisine, culture and community.

A Community Project Consultative Group (CPCG), which is comprised of Vietnamese community members, has been formed in a co-design capacity for the project, to provide direction and recommendations on various elements of the commission.

2 Step Artist Commission Process

Step1: Expression of Interest – Tuesday 3 June – Friday 4 July 2025.

Eligible artists are required to submit an Expression of Interest (EOI) via an application form through the Smarty Grants portal.

The EOI will require eligible artists to:

- provide a **CV** including an artist **Bio** (maximum 2 pages) and **images of previous works** (up to six images or website link)
 - respond to the following **three questions** about their approach and working methodology.
1. *What motivates or interests you about this commission?* (300-word limit).
 2. *How do your initial ideas and concepts respond to the brief highlighting your creative practice and connection to this significant anniversary and the Vietnamese community?* (300-word limit).
 3. *How would you go about developing and realising the commission highlighting your preferred approach to consulting with community?* (300-word limit).

Please note: No fees are offered during the EOI process as no concepts are required at this stage.

Evaluation: Submitted documents, including the Bio, working history (CV), and images of previous work, will be assessed as is and will account for 40% of the total evaluation. Responses to each question will each be evaluated for 20%, based on how each question relates to the project brief and objectives as outlined in these guidelines. The overall evaluation will be based on a 100% scale.

The CPCG will assess the EOI's and invite up to four applicants to progress to Step 2.

Step 2: Concept Development – Monday 28 July – Monday 25 August 2025. Presentation Friday 12 September 2025.

Shortlisted artists will be given a detailed design brief, which will include commemorative marker considerations, specifications of the site and requirements of the proposal, as well as terms and conditions. A fee of \$3,500 will be given to complete and present a concept proposal to the CPCG for further consideration and recommendation which will then go to Council (October 2025).

Note that Council is unable to pay for travel expenses of the creative team.

Once endorsed by Council, the successful applicant for the commission will then enter into a formal agreement with Council, which will include the contractual obligations, terms and conditions and key performance outputs and outcomes.

Artist Eligibility

Victorian artists who identify as part of the Vietnamese community and/or have lived experience of migration are encouraged to apply. Eligible artists can be in all stages of their career, and work in all media. They must demonstrate the ability to produce a work for the public realm, preferably with skills to work with a team of public art, urban design and other specialists.

Timeline

Step 1 – Artist Expression of Interest	
EOI Opens	3 June
EOI submissions Close	4 July 2025
Shortlisted applicants notified	25 July 2025
Step 2 – Concept Design Proposal	
Concept Brief provided to selected artists	28 July 2025
Concept Submissions due	25 August 2025
Concept Proposal Presentations	12 September 2025
Recommendation to Council	14 October 2025
Project Commission commences	October 2025
Completion and launch of Commemorative Marker	June 2026

COMMISSION BRIEF

Purpose

To create an enduring commemorative marker to recognise the 50th anniversary of Vietnamese migration to Australia and in particular Richmond/Abbotsford. The Commemorative Marker will pay tribute to the experiences of those who undertook the journey from Vietnam to start a new life in Victoria and acknowledges their community's connection and contribution to Victoria Street and to Richmond/Abbotsford. The Marker will reflect on both the past and the future and will be a unique expression of this community's journey. The Commemorative Marker will provide a focal point for gatherings and be a place for people to learn about the significance of this history and connection to place.

Detailed themes and directions of the Commemorative Marker will be shaped by the CPCG and will be provided in the **Concept Development Brief** stage of the commission.

Location

Pending detailed site analysis, the recommended location of the Commemorative Marker to Council, and subject Council's approval, is proposed to be the park located at the corner of Lennox and Butler Streets Richmond.

Further information including the relevance of the site, plans and assessments of the site, will form part of the Concept Design Brief to be provided to shortlisted artists.

Scope

The Commemorative Marker will reflect the significance of the 50th anniversary, the resilience of the Vietnamese community and further themes defined by the CPCG.

The Commemorative Marker may take a variety of forms and may include a built element such as a sculpture, landscape or combination/integration of both. Artists will need to consider the characteristics of the site, scale of the proposal, and a broad range of potential materials and approaches.

Objectives

To commission a Commemorative Marker that pays tribute to the experiences of those who undertook the journey from Vietnam to start a new life in Victoria and acknowledges their community's contribution to Victoria Street and to the suburbs of Richmond/Abbotsford.

- Acknowledge and commemorate the fifty-year anniversary of the arrival of Vietnamese refugees in Richmond/Abbotsford.
- Recognise that Vietnamese community have been in Richmond/Abbotsford for 50 years, and the community has an intergenerational history and connection which continues.
- Recognise the impacts of the Vietnam War, and Australia's role in providing a safe space for people.
- To create a welcoming site of reflection that will acknowledge the Vietnamese community history in this place, capture local stories and generate lasting visual interest and engagement for the local community and visitors to the area.
- Highlight and celebrate the achievements and contributions of the Vietnamese community who came here with nothing and have made a significant contribution to the cultural and economic life of Richmond/Abbotsford.
- Be a work of high artistic merit, that is unique and creative, to attract interest and encourage people to visit, learn and understand.
- Be site-responsive by reflecting thoughtfully on its location and the character of its surrounds and history of place.

- Incorporate appropriate engagement with the critical knowledge, values and insights of the Wurundjeri Woi Wurrung peoples.

Responsibilities and Indicative Budget Breakdown

Council, through its Arts and Culture Unit, will serve as the project manager for this commission and oversee all aspects of the initiative.

Under a formal agreement it is expected that the successful commissioning artist, will collaborate closely with Council to achieve successful project deliverables and positive community outcomes. This includes, but is not limited to:

- Initiating ideas, developing concept design/proposal and overseeing the creative outputs (fabrication/construction) at a fee between the range of \$50,000 - \$70,000 inclusive of all levies and on costs.

As project manager Council will:

- manage the contract for fabrication/construction at a total cost of \$100,000
- manage contracts for the delivery of works related to site, permits, traffic management, landscaping, installation, signage and launch.

Questions?

For further information regarding this EOI process and/or the project commission, contact:

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For further information on how Council is recognising the 50th anniversary of Vietnamese migration to Australia Visit:

<https://www.yarracity.vic.gov.au/residents/diversity-and-inclusion/celebrating-vietnamese-migration>