
SCHN MURAL MANAGEMENT POLICY®

DOCUMENT SUMMARY/KEY POINTS

- Art is an important part of the philosophy of SCHN
- Murals are an important part of the art collection, particularly in areas where a higher level of infection control is needed
- Appropriate approvals must be sought prior to mural development
- Development of a Mural is a collaboration between the art manager, nominated staff member from the department and the artist
- The installation of murals must not impact the delivery of clinical care
- Murals have a lifespan less than 10 years (less in some high traffic areas) and will be painted over as the maintenance schedule dictates

READ ACKNOWLEDGEMENT

- Read Acknowledge Only

Approved by:	SCHN Policy, Procedure and Guideline Committee	
Date Effective:	1 st November 2016	Review Period: 3 years
Team Leader:	Director	Area/Dept: Community Relations

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Overview

Art is an important part of the philosophy of SCHN. We are fortunate to receive donated artworks and monies to procure artworks from a number of areas. The art program at Sydney Children's Hospital, Randwick is managed by an art program coordinator, employed through the Sydney Children's Hospitals Foundation. The art program at The Children's Hospital at Westmead and Bear Cottage is managed by the CHW Art Curator, part of the Public Relations team. These positions are referred to as arts managers throughout this policy.

Murals have consistently been an important part of the art work collection. They have particular benefit in areas where a higher level of infection control is required and are particularly useful in treatment rooms as a distraction for children.

Seek approval for a Mural

Murals can only be progressed with the endorsement of the Director of Finance and Corporate Services (DFCS) (or representative), and the appropriate art manager for the site.

Endorsement is sought by submitting a completed mural request form (APP A) to the office of the Director Community Relations & Marketing.

You will be advised within ten (10) working days if the mural is supported in principle. The art manager from your facility will contact you directly with this advice and to progress.

Developing a Mural

Development of a Mural is a collaboration between the art manager, nominated staff member from the department and the artist.

The art manager will be responsible for securing an appropriate artist or working with the department if they have been offered the services of an artist. The artist may be paid for their services or may be doing the work pro bono.

Artists will submit an application and preparatory drawings for approval by the art manager and staff member. Successful applicants will be required to sign and agree to a letter of understanding (LOU) (for donated work) or a contract (for paid work) detailing working hours, payment (if applicable), expected delivery time and other restrictions or requirements as deemed appropriate.

Mural Installation

Murals will be installed in accordance with the LOU/contract and will be supervised by the art manager and staff member.

There must be no impact to the provision of clinical care throughout the installation period. Where murals are being installed in treatment rooms and other clinical areas there must be clear documentation demonstrating continuity of service.

Life span of murals

Murals have a lifespan less than 10 years (less in some high traffic areas) and will be painted over as the maintenance schedule dictates.

Staff and artists embarking on a mural installation need to be mindful that murals can be painted over at any time should the requirements of the organisation need to.

Appendices

Appendix A – Template / Sample Letter of Understanding between SCHN and Artist

Appendix B – Template / Sample Artist Brief for Murals

Appendix A – Letter of Understanding

Name
Title
Company
Address
SUBURB STATE POSTCODE

Letter of Understanding

This letter is made this (date) BETWEEN (name) (To be known as the "Artist") and Sydney Children's Hospitals Network (SCHN) (To be known as the "Principal").

As outlined in the artist brief, acting in a pro bono capacity/or commissioned artist, the Artist has agreed to:

1. Design and produce a mural for the Name of Ward/Room, Physical Address and to install the artwork (to be known as the "Work").
2. The Artist has designed the Work in consultation with the Staff of the Ward/Room and the Principal.
3. Final approval has been received all appropriate avenues at the Sydney Children's Hospitals Network
4. The Artist has indicated that the Work will take length of time to complete.
5. Personal Accident and Injury Insurance and Public Liability Insurance is the responsibility of the Artist for the period of the Agreement.
6. Where the Artist is employing workers it is the responsibility of the Artist to provide Worker's Compensation Insurance for the worker while on site.
7. As advised by the staff of ward/room it would be practical for the Artist to work on this project during (Describe times and dates with consideration to school holidays, events, etc.)
8. The Artist has proposed that it is possible for the patients of the ward/room to participate in some elements of the Work– this will be conducted on a (specify) basis during specify time/dates.
9. WHEN APPROPRIATE: The principal agrees to pay the Artist the sum of \$AUD to prepare the design, construction (labour), production and installation of the Work. The Artist will be paid in the following instalments:
10. Half on the signing of this Letter of Understanding
11. Half of the total payment on the acceptance of the completed Work.
12. Ward/room has agreed to a nominal token of \$AUD to cover the cost of material – the Artist will submit an invoice to TBC
13. This should be paid prior to the commencement of the project and should be made out to TBC



14. The Principal will manage the Artist, in consultation with the ward/room, while the work is in production. Upon completion the Work will not be included in the SCHN Art Program Permanent Collection, but the Principal will be responsible for long term management of the Work; including (but not exclusively relating to) the documentation, promotion, maintenance, acknowledgment of the Artist and removal of the Work should it be in the best interest of the Sydney Children's Hospitals Network.
15. Should any maintenance, removal of the Work, reproduction of the Work occur, the Principal will notify the Artist and advice will be taken with due consideration.
16. The Artist will hold copyright of the Work. The Artist will grant the Principal a non-exclusive perpetual license to include incidental or on-site photos of the Work for non-profit promotional purposes.
17. The Artist shall complete the Work within extended timeframe as contingency of commencement.
18. Time for completion will be extended to cover delay caused by injury or illness to the Artist, or delays caused by the Principal.
19. The Principal agrees to accept the completed Work unless the Principal can show that the Work was not executed substantially in accordance with the approved design.

This letter has been drafted by,

Signed by Artist:



Appendix B – Artist Brief



ARTIST BRIEF – MURALS

1. Aim:

The ward is looking for expressions of interest from artists to design and paint an appropriately themed mural inside the ward. The nominated site for the mural (include figures and pictures where possible) is (physical description of the ward including levels of light and sound)

Murals and artworks should aim to capture the atmosphere, aims, objectives, culture and feel of the nominated department/ward/site. Be sure to describe the purpose of the mural in relation to these, including target audience (age, type of patient etc.) and what the team wish to gain from having this mural.

In some cases, patients are unable to leave the ward. As such it would be ideal for murals to contain smaller hidden surprises so patients can focus their attention, discover new details and create their own stories.

2. Background to the Sydney Children's Hospitals Network

[The Sydney Children's Hospitals Network](http://www.schn.health.nsw.gov.au) is the largest network of hospital and services for children in Australia. Each year our services manage:

- 51,000 inpatient admissions
- 92,000 Emergency Department presentations
- Over one million outpatient service visits

3. Artwork concept:

The artist is asked to consider the following in relation to the development of the concept:

- The motto of SCHN is “**Children First and Foremost**”.
- The discovery pathway should appeal to all age groups (particularly parents and relatives who are under a lot of stress).
- The design should not be in conflict with the Hospital's key Healthcare policies and messages
- Cannot exploit or compromise the image of children in any way
- No nudity or images of an overtly sexual nature
- Design should not depict images that are overtly religious or political in subject matter
- Design should not depict recently deceased Aboriginal or Torres Strait Island peoples
- The design should not be ambiguous and misconstrued by children as scary, gloomy or overly sad, or gory / anatomical
- The works should be acceptable to a multicultural population.
- The design both in terms of construction and maintenance are to be low maintenance; vandal proof as well as being washable as all surfaces are cleaned after each patient is discharged.
- The design should not constitute a fire hazard.



3a - Provide specific background information about the ward/nominated site

Example "ward profile"

- *The Ward is an eight bed secure, gazetted mental health unit for children and adolescents. It provides a safe and contained environment and offers therapeutic support via groups and individual intervention as well as family therapy and support.*
- *The ward opened in (year) and has since been evolving to become a space which is both consumer friendly and also functional.*
- *The addition of a mural to be the feature wall in our "comfort space" would add value to the experience of being a patient in the ward. Accessing youth friendly, contemporary urban artists to create a design for the ward will ensure that the unit continues to maintain an age appropriate environment. The benefit of a rainforest theme will bring the experience of nature to an indoor space and hopefully assist with providing a nurturing and soothing ambience.*

4. Commission requirements:

- The selected Artist will be working in a pro bono capacity/or outline of budget
- To assist with the project the ward/hospital is offering \$AUD for materials.
- SCHN may be able to offer is a goods-in-kind receipt to the value of the completed mural.
- The artist is required to submit a concept of the design for selection by TBC

4a *The concept must include:*

- Electronic version of sketches , drawings or descriptions of the proposed concept for the work;
- A preliminary timeline for installation and completion
- Required materials

If selected the artist must then submit a more detailed plan of the proposed work for approval by a forum comprising nominated staff.

5. The selected artist will be expected to:

- Collaborate with the Art Curator and Hospital staff to determine the production and finalisation of the Artwork to ensure compliance with all standards and regulations.

6. Required Materials

- If selected the artist must then submit a more detailed plan of the proposed work for approval by a forum comprising SCHN staff as described in the Mural Policy.



The Sydney
children's
Hospitals Network

7. **Expression of Interest Information**

- Closing date: TBC
- Date for presentation: TBC

PLEASE SEND PROPOSALS TO:

Ivy Baddock
Art Curator, Public Relations
C/-SCHN
Locked Bag 4001
WESTMEAD NSW 2145

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Westmead NSW 2145
Sydney Australia

Tel 61 2 9845 0000
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The Sydney
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