

Attachment C

Plan of Management

PLAN OF MANAGEMENT

4 YORK ST
SYDNEY NSW



ARTIST SELECTION PROCESS AND PAINTING

At Apparition Media we use staff artists to paint all our murals.

We start by searching for talented local artists who are skilled in painting using a brush and acrylics on canvas. Once we hire a new artist they go through a period of training to learn how to paint using our method. Over the past 5 years we have developed a specific process that ensures that what is painted matches exactly the artwork that has been designed.

Our process begins in the studio by line drawing the artwork and creating pounce patterns. We then pre mix paint and print our reference. We use water based paint and brushes rather than aerosol cans because it allows us to be more accurate with our painting, it's easy to clean up and there are no fumes.

Once a project is prepped we then schedule artists to paint the mural. While all of our artists are highly skilled in a diverse range of technical painting areas, they do have strengths and weaknesses, so we try to match the painting to the artist's strengths.

The key element of the artist selection and painting process is that we guarantee that the painted sign is highly accurate to the design that they are provided. This will ensure that we have a high level control over the final outcome, rather than permitting an artist to paint their own interpretation of a design.

ARTWORK BRIEF AND DESIGN

Before painting commences, the artwork is created through a careful design process.

All the artwork that we paint is created by professional designers either in-house, by the clients or commissioned through a third party.

Once the campaign is booked we contact the designer and discuss through the site. Each site has attributes that lend itself to different artwork design. With respect to the site, we would brief the designer to ensure that the design omplements the character of the locality.

The design brief is then sent to the designer which includes a scale template and mandatories such as; file format, resolution, dimensions, colour profile and any additional information such as the conditions of consent.



COMPLIANCE PROTOCOL: ENSURING MURAL COMPLIES WITH COUNCIL CONDITIONS

When managing artwork for murals with specific conditions we follow the process below:

1. In early discussions of site selection with clients we explain that there are conditions imposed under our development consents on specific sites and compliance with the Advertising Code is needed.
2. After site preferences are identified, we provide to the client the conditions of the development consent that are relevant to the installation and presentation of the mural.
3. Before booking a particular site, we reiterate that there are conditions of development consent that apply to the installation of the mural and receive confirmation that the client is acknowledges and agrees to meet them.
4. On booking, we share an artwork template which outlines the specific artwork conditions for each site. The artwork template is annexed to this document.
5. Once the artwork is booked, we make the necessary arrangements for the relevant licences, for example footpath occupancy licences.
6. We meet with artwork designers and client to discuss any amendments to the design to ensure the artwork requirements, conditions of development consent and other regulatory requirements (Advertising Codes) are met.
7. Once the artwork is completed, the Directors of Apparition are notified and confirm compliance with regulatory requirements. If the Directors are satisfied that the conditions of consent are met, then it will be approved. If the Directors are not satisfied, the Directors will instruct the artists to amend the artwork to comply with any regulatory requirements that have not been satisfied.





SCHEDULE OF WORKS

Each campaign generally lasts for 4 weeks. During the first week, the sign is being painted.

For the remaining 3 weeks, the artwork remains as a static sign. When that period is completed we paint over it with the next advertising campaign.

Depending on the complexity of the artwork, the painting process itself takes 3-5 days with 2-3 artists.

Working from the footpath requires a “Temporary Works Application” to be made to City of Sydney’s Construction Regulation Team. The application includes the time and dates that the footpath will be occupied, as well as a pedestrian control plan that has been prepared by an RMS accredited person. The pedestrian control plan is attached to this document and will be enforced by Council rangers rangers.

COMPLAINTS MANAGEMENT

All complaints will be taken seriously.

If a complaint is raised against the artwork content, Apparition takes the following steps:

1. Confirm whether the advertising standards are correctly applied.
2. Inform the client, and
3. Apparition’s directors commence an internal review in consideration of advertising standards, applying the consent and internal requirements.

Complainant’s are also welcome to lodge a complaint with the Advertising Standards Bureau for expert review.

If the complaint relates to the size or content of the sign, then Apparition will review the conditions of consent and ensure that the sign is in compliance with the development consent. If the sign is non-compliant with the development consent, then the sign will be rectified within 14 days..



CONTACT

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ARTWORK-FREE ZONE
DO NOT PLACE ANY ARTWORK INSIDE THIS SPACE!



5.35 x 2.45m

BON JOVI

SUPPLY

- Templates is accurate to site dimensions.
- 10% Scale.

ARTWORK REQUIREMENTS

- Fonts Provided.
- Logos vector.
- 300 DPI PDF.
- Colour Profile embedded.
- Artwork to dimensions of this template.

CITY OF SYDNEY REQUIREMENTS

City of Sydney have strict requirements around the use of this space for advertising.

As part of our agreement we must comply with the following:

- The area highlighted in light purple must be a single colour. This may be incorporated into the design if you wish to use the space
- Bespoke artwork unique in the campaign
- Readily identifiable Street Art without branding
- Must have artistic style and merit
- Max. 5% corporate branding, logos, website, and slogans ordinarily associated with the brand

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