

ephemera 2025

Trace-less

19 July – 3 August 2025

This year's theme — *Trace-less* — is centered on awareness of place, Country and the environment. Artists are asked to creatively explore the idea of leaving less of a trace on our environment, "Trace-less".

CALL FOR ARTISTS

India Collins, *Jellyfish Journey*, 2022
Ephemera 2023 Competitive Artist.
Photography by Andrew Rankin.



ephemera 2025

Trace-less *Leaving no or little trace,
impermanent, a light touch*

Townsville City Council acknowledges the Wulgurukaba of Gurambilbarra and Yunbenun, Bindal, Gugu Badhun and Nywaigi as the Traditional Owners of this land. We pay our respects to their cultures, their ancestors and their Elders – past and present – and all future generations.

CALL FOR ARTISTS

Ephemera is the North's leading temporary public art festival. Now in its 13th iteration, this beloved and highly anticipated biennial event will again bring local, national and international audiences to iconic Townsville-Gurambilbarra locations, including The Strand.

Ephemera 2025 invites artists to think again about the ephemeral, and to make artworks that 'trace less'. Artists may take a more thoughtful approach to making artwork on Country, use ephemeral materials or spark conversation and awareness of environmental impact. Artists are encouraged to explore everything from artwork concepts to materials when considering these themes.

This year, *Ephemera* introduces a new competitive category for young artists and school groups alongside the celebrated open competitive category!

Selected competitive works will be on display along Townsville's picturesque 2km beachfront – The Strand – from 19 July to 3 August 2025. These will be exhibited alongside a selection of invited public artworks.

KEY DATES

ENTRIES CLOSE

10am Tuesday, 5 November 2024

SUCCESSFUL APPLICANTS NOTIFIED

5pm Thursday, 28 November 2024

BEHIND THE SCENE VIDEO AND CATALOGUE IMAGE FINALISED

10am Tuesday, 1 April 2025

COMPULSORY WH&S INDUCTION

Online prior to Tuesday 1 April 2025

INSTALLATION DATES

Monday 14 July – midday Friday 18 July 2025

EXHIBITION DATES

Saturday 19 July – Sunday 3 August 2025

ARTIST MEET AND GREET

Friday 18 July 2025

JUDGING

Friday 18 July 2025

OPENING EVENING

Saturday 19 July 2025

ARTISTS WALKING TOUR

Saturday 19 July 2025

DEMOUNT

Monday 4 August 2025

\$10,000

Artistic Excellence Award

\$1,000

Young Artistic Excellence Award

\$1,000

Environmental Advocate Award

\$1,000

People's Choice Award

\$40 APPLICATION FEE*

*Non-refundable administration fee of \$40 per entry

\$5,000 OPEN ARTIST FEE**

**Artist fee payable to successful open category applications T&Cs apply

\$500 YOUNG ARTIST FEE***

***Artist fee payable to successful young artist category applications T&Cs apply

HOW TO ENTER

Applications are now open!

Apply now online by visiting ephemera-tsv.com.au or by contacting Townsville City Galleries via the below media.

ENTRIES CLOSE Tuesday 5 November 2024

Full terms and conditions overleaf.

Perc Tucker Regional Gallery

Cnr Denham and Flinders St
Townsville QLD 4810
Tue–Fri 10am – 5pm
Sat–Sun 10am – 1pm

(07) 4727 9011
galleries@townsville.qld.gov.au
whatson.townsville.qld.gov.au
Townsville City Galleries
TownsvilleCityGalleries

TERMS AND CONDITIONS

1. ENTRY CONDITIONS

- 1.1** Entry is in accordance with and is deemed acceptance of these conditions. The Entrant (Artist) is bound by and shall perform and observe all obligations upon the Artist pursuant to these conditions. Ephemera is a public art exhibition, including an:
- AUD \$10,000 *Artistic Excellence Award* component,
 - AUD \$1,000 *Young Artistic Excellence Award* component;
 - AUD \$1,000 *Environmental Advocate Award* component; and
 - AUD \$1,000 *People's Choice Award* component.
- 1.2** Entry to the Open Artist competitive category is open to all local, interstate, and international artists and organisations. Townsville City Council workers are excluded from entering. Immediate family members of Townsville City Council staff are eligible to enter, however, will not be eligible to receive the AUD \$10,000 *Artistic Excellence Award*.
- 1.3** Entry to the Young Artist Competitive Category is open to all Artists where participating Artists are aged 18 years or under. The Young Artists competitive category is also open to primary and secondary school-aged learning institutions and primary and secondary school-aged organisations. Assistance in creating and installing Artworks can be provided by the school and organisation. Townsville City Council workers are excluded from entering. Immediate family members of Townsville City Council staff are eligible to enter, however, will not be eligible to receive the AUD \$1,000 *Young Artistic Excellence Award*. All people aged 17 and under will need written consent from their parent or legal guardian to enter.
- 1.4** Entry in the exhibition and eligibility for the:
- AUD \$10,000 *Artistic Excellence Award*;
 - AUD \$1,000 *Young Artistic Excellence Award*;
 - AUD \$1,000 *Environmental Advocate Award*; and
 - AUD \$1,000 *People's Choice Award*;
- is through pre-selection from the proposals received.
- 1.5** Artists are required to submit for pre-selection:
- A completed online application;
 - Digital image/s or detailed design drawing/s of each proposal in TIFF, JPEG, Word or PDF format;
 - The Artist's curriculum vitae (CV) relevant to their art practice;
 - State whether artificial intelligence has been used in creating or editing the Artwork;
 - Details and/or drawings of proposed foundation, footings etc; and
 - A non-refundable administration fee of AUD \$40.00 per entry.
- 1.6** All Artworks entered by the Artist must be the original work and concept of the Artist. An Artist may enter as many as three (3) proposals for pre-selection, but each entry must be accompanied by a separate entry form and administration fee with all relevant support material.
- 1.7** A third party may not enter any works on behalf of an Artist. Group proposals will be accepted for pre-selection where there is a nominated contact person who will act as the Project Manager. Townsville City Council will deal directly with the nominated contact person, and they will be the decision maker for the group. Any disputes internally within a group is not a matter for Townsville City Council to be involved with or mediate.
- 1.8** Entries which are submitted late, incomplete or do not abide by these terms and conditions or application specifications will not be accepted and does not impose an obligation on Townsville City Council to review or consider an entry.
- 1.9** Where an Artist or a group member canvas an elected member or Council officer relating to your *Ephemera* application, Townsville City Council reserves the right to disqualify the entry and the Artist will have no rights against Townsville City Council.
- 1.10** If an Artist is abusive towards a Townsville City Council worker or is a banned or suspended supplier, Townsville City Council reserves the right to disqualify the entry and the Artist will have no rights against Townsville City Council.
- 1.11** An entry shall impose an obligation upon the Artist to submit the entered Artwork for exhibition if selected.

2. ARTWORK DESIGN BRIEF

2.1 *Ephemera* has now been a part of Townsville's cultural identity for twenty-four years. It is by far our city's most visited public art event, and has been the host of countless local, national, and international Artists. The inclusive, sixteen-day beachfront sculpture and light festival brings together the community from far and wide. This year's theme - Trace-less - is centered around environmental awareness, with Artists asked to consider Artworks that creatively explore the idea of leaving less trace on our environment, "Trace-less".

In developing a proposal, Artists are asked to consider:

- The site along The Strand, Townsville-Gurambilbarra, for which the Artwork is intended;
- The scale of the Artwork, with large-scale Artworks strongly encouraged;
- How the Artwork will be viewed 24/7 (including during day and night-time hours); and
- Themes and materials which support the theme "Trace-less".

3. SELECTION CRITERIA

3.1 Artworks selected for exhibition in the *Ephemera* 2025 will be chosen by a panel of assessors appointed by Townsville City Council. The panel's decision will be final, and correspondence will not be entered into regarding the selection

3.2 The selection panel will assess submissions on the following criteria:

- First impression;
- Artistic and conceptual merit;
- Site specific (relative to The Strand, Townsville-Gurambilbarra);
- Day and night-time viewing ability;
- Workplace health and safety, including public safety and environmental impact to site;

- Logistics and ability to realise the Artwork for a sixteen-day, all-hours festival, including awareness and understanding of the requirements of footings, installation and demount of Artwork, power supply, weather appropriate, machinery required, etc;
- Artist's ability to deliver proposed Artwork (including organising their own transportation of Artwork and Artist's availability to install and demount Artwork); and
- Responsiveness to Artwork Design Brief in clause 2.

4. ADMINISTRATION ENTRY FEE

4.1 A non-refundable administration fee of AUD \$40.00 is required per entry.

4.2 Entry fees can be online via ephemera-tsv.com.au, by credit card over the phone by calling Townsville Civic Theatre Ticket Shop on (07) 4727 9797, or in person at Townsville Civic Theatre, 41 Boundary Street, South Townsville Queensland 4810. Townsville Civic Theatre Ticket Shop is open 9am – 5pm, Monday to Friday (closed weekends and Public Holidays). Visa and Mastercard is accepted. American Express is not accepted.

4.3 Please reference the Smarty Grants *Ephemera* application number when paying, and a receipt will be issued for payment that should be kept for future verification of payment.

5. ACCEPTANCE AND EXHIBITION

5.1 Townsville City Council is not bound to accept any *Ephemera* application.

5.2 Townsville City Council may accept part of an *Ephemera* application.

5.3 Artists agree that their *Ephemera* application will remain open for acceptance until and including close of business Friday 18 July 2025.

5.4 Artists may withdraw their *Ephemera* application before signing an Artist Agreement.

5.5 Artworks to be exhibited will be selected from the online applications, digital images and requested materials submitted. Artists are NOT required to submit original physical Artwork for the pre-selection process.

5.6 Artists will be advised of the outcome from pre-selection on or before: 5pm Thursday 28 November 2024 via email.

5.7 Successful applicants will be referred to as *Ephemera* 2025 Competitive Artists and must sign an Artist Agreement.

5.8 A AUD \$5,000 Artist Fee will be paid for each Open Category proposal selected. Where Artists are working collaboratively on a single proposal, only one Artist Fee will be paid.

5.9 A AUD \$500 Artist Fee will be paid for each Young Artist category proposal selected. Where Artist groups including schools are working collaboratively on a single proposal, only one Artist Fee will be paid.

5.10 A AUD \$10,000 Artistic Excellence Award, a AUD \$1,000 Young Artistic Excellence Award and a AUD \$1,000 Environmental Advocate Award will be awarded at the official opening of the exhibition, and a People's Choice Award will be awarded at a later date.

5.11 Artists are required and are responsible for lighting their own Artwork for after-dark viewing. Commercial grade solar lighting is strongly recommended due to limited power access and environmental concerns. Townsville City Council will provide limited solar-powered lights where practical.

6. VIDEO, CATALOGUE AND LABELS

6.1 The Artist must provide a behind the scenes 30-60 second web-quality video of the Artist working and talking about the Artwork as requested by Townsville City Council.

6.2 The Artist must provide an Artist statement, an image of the Artwork and Artwork label information (to include the Artwork title, size, materials, and price) as requested by Townsville City Council.

6.3 Townsville City Council will provide an online catalogue of the exhibition.

7. ARTWORK SALES

7.1 It is not a requirement that Artworks be for sale. The advertised price of exhibited Artworks that are for sale shall remain fixed for the duration of the exhibition.

7.2 It will be the sole responsibility of the Artist to liaise with the interested buyer on the terms of the sale and entering into a formal binding agreement.

7.3 Townsville City Council will not transact with the buyer on behalf of the Artist and is not a party to any agreement with the buyer.

8. PRIZES

8.1 The \$10,000 *Artistic Excellence Award* is non-acquisitive and is payable in AUD to the winner of the Open Category.

8.2 The \$1,000 *Young Artistic Excellence Award* is non-acquisitive and is payable in AUD to the winner of the Young Artist category.

8.3 The \$1,000 *Environmental Advocate Award* is non-acquisitive and is payable in AUD to the winner.

8.4 The \$1,000 *People's Choice Award* is non-acquisitive and is payable in AUD to the winner.

9. SELECTION OF WINNERS

9.1 Townsville City Council will appoint industry-recognised figures to judge and select the *Artistic Excellence Award*, *Young Artistic Excellent Award* and *Environmental Advocate Award*. The judges' decision will be final, and correspondence will not be entered between Townsville City Council and the Artist in respect to the decision.

9.2 The *People's Choice Award* will be awarded to the Artwork which receives the largest number of votes from the public for their favourite Artwork during the exhibition period. Voting will open on Saturday 19 July 2025 and close on Friday 1 August 2025.

10. INTELLECTUAL PROPERTY

10.1 The Artist warrants to Townsville City Council that they are the owner of all intellectual property in the Artwork proposed or has obtained all necessary permission for the uses of the Artwork proposed.

10.2 Artists entering *Ephemera* 2025 will retain copyright in their Artwork.

10.3 Artists whose Artwork/s are selected for exhibition agree to grant Townsville City Council a non-exclusive, royalty free, and irrevocable licence to reproduce the Artwork, videos, artistic statement or any part of it for the purposes of:

- publicity; and
- marketing and advertisement;
- inclusion in an exhibition catalogue/publication and collateral items;
- critical review of the *Ephemera* 2025 event; and
- for the creation of a non-commercial archive and non-lending reference or database.

10.4 Townsville City Council may sell the hardcopy booklets and will be entitled to retain any and all income generated. Physical copies of the booklet will be limited to the amount of 5,000.

10.5 By entering the competition, the Artist consents to this non-exclusive, royalty free and irrevocable licence. The Artist acknowledges that no fee is payable by Townsville City Council to the Artist for this non-exclusive, royalty free and irrevocable licence.

10.6 The Artist agrees to indemnify and keep indemnified Townsville City Council against all costs, expenses and liabilities whatsoever arising out of or in connection with any claim that the Artwork or items infringes the intellectual property rights of any person.

11. MORAL RIGHTS

11.1 Townsville City Council acknowledges that the Artist has moral rights in their Artwork.

11.2 Townsville City Council will respect those rights, will not subject the Artwork to any derogatory treatment and will attribute the Artist to the Artwork.

11.3 Townsville City Council will not make any substantial changes to the Artwork without the Artist's consent. Townsville City Council may make inconsequential changes such as cropping the Artwork to fit on documents.

12. INDIGENOUS CULTURAL AND INTELLECTUAL PROPERTY

12.1 The Artist must inform Townsville City Council if there is any Indigenous Cultural and Intellectual Property (ICIP) in the Artwork and if so, the Artist must inform Townsville City Council if the display of their Artwork or an image of the Artwork must be accompanied by an ICIP notice which must:

- Acknowledge the inclusion of traditional ritual knowledge of a community;
- Include consent from the custodians of the community;

12.2 Townsville City Council will not display or use any Artwork in a context that might be considered by an Aboriginal or Torres Strait Islander community to be inappropriate, derogatory, degrading or offensive.

13. SIGNAGE

13.1 Townsville City Council will provide signage to identify each site and no further signage may be added to the site by the Artist/s or their representatives without prior consent from Townsville City Council.

14. INSTALLATION AND DEMOUNT

14.1 Artists must be present for the installation period, Monday 14 July – Friday 18 July 2025, and will be allocated a specific day/time to carry out the installation of their Artwork. In cases where this is not possible, Artists must organise an installation team in consultation with Townsville City Council. Artists are asked to consider ease of installation and demount. Artists are also asked to bring their own tools and installation materials.

14.2 All Artworks must remain on site until the completion of *Ephemera*, 8am Monday 4 August 2025 including where any Artwork is sold.

14.3 Artists must be present for de-installation on Monday 4 August 2025.

15. SITE MANAGER AND AREA SUPERVISORS

15.1 There will be a nominated Site Manager for *Ephemera* 2025 and several Area Supervisors. The Site Manager and Area Supervisors will assist Artists with their installation planning. Three weeks prior to the installation period, Artists will be notified of their allocated Area Supervisor, and their allocated time to install their work.

15.2 Artists must comply with all reasonable instructions given by the Site Manager and Area Supervisors.

16. TOWNSVILLE CITY COUNCIL ASSISTANCE WITH INSTALLATION/DEMOUNT

16.1 Sites along The Strand where Artworks are to be installed/ de-installed are determined to be work sites. All Artists are required to sign into the work site on arrival to install/ de-install their Artwork. Artists must attend daily safety pre-start talks and wait for their Area Supervisor before beginning installation/de-install. Once their Area Supervisor has approved the completion of the installation/ de-install, or that work is complete for the day, the Artist must sign out of the work site before leaving.

16.2 A Townsville City Council representative will also:

- Walk each Artist through the site;
- Discuss and confirm with the Artist the means of installation/demount and equipment requirements;
- Provide daily safety pre-start talks during install/ demount;
- Discuss and confirm with the Artist any line-markings and procedures for ground penetration/excavation prior to the Artist being confirmed to install/ demount works that require ground penetration/ excavation;
- Nominate the best access to the site from drop-off points. Artists must discuss access points with their Area Supervisor prior to driving any vehicle onto grassed areas or pathways on The Strand;
- Co-ordinate meetings to discuss issues including installation; and
- Organise volunteers to assist in installation/ demount where possible.

17. SITE MAINTENANCE

17.1 Artists must ensure the surrounding area and associated assets are not altered in any lasting way when installing, exhibiting, or removing their Artwork.

17.2 Artists must maintain their Artworks in a presentable condition throughout the exhibition or have arranged for assistance to do so.

17.3 Due to the tropical climate of Townsville, the area along The Strand experiences strong winds and rain, Artists must take these environmental factors into consideration when planning their Artwork.

17.4 Artworks must not affect or permanently damage the natural environment, including when secured to the site.

17.5 If the Artwork deteriorates or is damaged during the Exhibition, the Artist must promptly carry out all possible repairs or give the Townsville City Council and its workers permission to do so, at the Artist's cost.

18. WORK HEALTH AND SAFETY

18.1 All Artists, unless deemed in writing by Townsville City Council, must be registered in Townsville City Council's Contract Management System (CMS) prior to having their Artist Agreement countersigned by Townsville City Council. All Artists must complete an online WH&S Briefing, prior to install.

18.2 During install/demount Artists must attend daily safety pre-start talks provided by Townsville City Council.

18.3 All Artists whose artwork requires ground penetration or ground excavation must indicate this requirement in their Artwork application. Artist will be required to comply with Townsville City Council's Excavation and Ground Penetration Procedure. Townsville City Council workers will assist Artists in this matter.

18.4 Artists are required to consider the safety of their Artwork before submitting an entry.

18.5 In signing the application form, Artists give consent for Townsville City Council to move/ remove any Artwork at their discretion and for any reason, including but not limited to public safety, damage, or potential damage.

19. EXHIBITION SECURITY

- 19.1** Artists are welcome to monitor their Artwork during the exhibition period.
- 19.2** For the duration of the sixteen-day festival, the site will be invigilated by Artists, Townsville City Council workers, Strand security, as well as Townsville Police when required.
- 19.3** *Ephemera* Artworks will be viewable 24-hours a day, and as such, it is the responsibility of the Artist to ensure their Artwork is secured to prevent theft or damage.
- ## 20. RISK, INSURANCE AND INDEMNITY
- 20.1** The Artwork remains at the risk of the Artist including freight, installation, deinstallation and whilst on display.
- 20.2** In absence of any negligent act, error or omission of Townsville City Council, Townsville City Council will not be responsible for any loss or damage whatsoever, however caused, to any Artwork whilst in Townsville City Council's custody or on display in the public realm to the extent permitted by law.
- 20.3** In the absence of any negligent, act, error or omission of Townsville City Council, the Artist will indemnify and hold harmless Townsville City Council from and against all or any actions, suits, claims and demands by or on behalf of any person in respect of the death of or personal injury to any person or damage to property which may arise directly or indirectly out of the installation of the Artwork or the presence of the Artist at the site.
- 20.4** Townsville City Council has Public Liability Insurance in place to protect its own interest, however, the Artist is advised to maintain their own insurance cover against loss, damage, theft, and possible destruction of the Artwork for the duration of the exhibition period including installation and de-installation.

20.5 Participating Artists are required to demonstrate to Townsville City Council that they have secured Public Liability Insurance to the value of AUD \$20,000,000 (twenty million Australian dollars), as well as Transit Insurance to protect their own interests.

20.6 Participating Artists are required to demonstrate to Townsville City Council that they have secured third-party Comprehensive Motor Vehicle Insurance for each vehicle used by the Artist for the purpose of exhibiting in *Ephemera*, including installation and de-installation at The Strand.

20.7 Participating Artists are required to demonstrate to Townsville City Council that they have Worker's Compensation Insurance in respect of the Artist's personnel as required by law, or for a sole trader, adequate personal injury insurance.

20.8 Artists can access affordable Public Liability Insurance as part of NAVA's Premium Plus membership. For further information, visit: visualarts.net.au/shop/products/premium-plus. Artists can also access affordable Public Liability Insurance through Local Community Insurance Services. For further information, visit: localcommunityinsurance.com.au.

21. INFORMATION DESK

21.1 An Information Desk will be set up along The Strand to assist visitors in offering directions, and information about the Artworks on display, and to promote the public programs.

21.2 The Information Desk is staffed by the Townsville City Council team, volunteers, and participating *Ephemera* Artists.

21.3 Artists who are selected for the 2025 exhibition will be required to assist at the Information Desk, and entry into *Ephemera* is deemed acceptance to complete a minimum of one shift of four hours. This arrangement does not create an employee/employer relationship between the Artist and Townsville City Council.

21.4 Such activity offers the public direct engagement with participating Artists, who are in turn able to gain satisfaction by interacting with the community.

22. KEY DATES

Application Due Date

10am Tuesday 5 November 2024

Successful Applicants Notified

5pm Thursday 28 November 2024

Behind the scenes video and catalogue image finalised

10am Tuesday 1 April 2025

Compulsory WH&S Induction

Prior to Tuesday 1 April 2025

Installation Dates

Monday 14 – Friday 18 July 2025

Judging

Friday 18 July 2025

Artist Meet and Greet

Friday 18 July 2025

Exhibition Dates

Saturday 19 July – Sunday 3 August 2025

Opening Evening

6pm Saturday 19 July 2025

Artists Walking Tour

Saturday 19 July 2025

De-install

Monday 4 August 2025

