

Cultural Precinct In Harris Park

Expressions of Interest *for* 3 x Large Murals

March - April 2025



Introduction

City of Parramatta Council is seeking an artist or collective to create a series of 3 x brilliantly vibrant public artworks which celebrates the cultural diversity of 'Little India' AT Harris Park.

By working directly with local stakeholders, the artist or collective will design and create 3 x Large Murals as part of the Cultural Precinct in Harris Park.

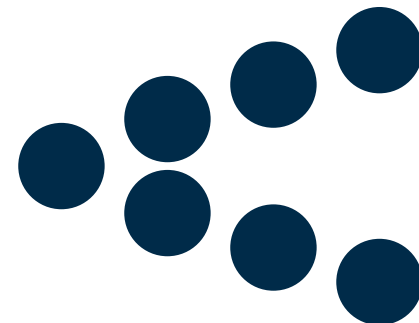
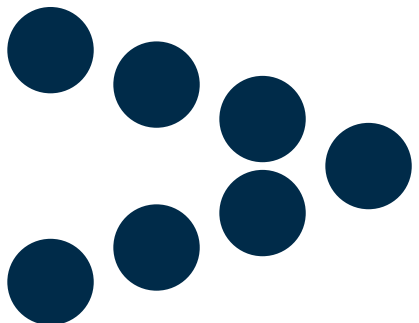
Council aims to commission an artist or collective to lead and deliver this Murals project end-to-end.



City of Parramatta acknowledges the Traditional Owners of this land, the Dharug people.

For over 60,000 years, the area comprising present day Parramatta has been occupied by the *Burramattagal* people, a clan of the Dharug, who first settled along the upper reaches of the Parramatta River. *Burramattagal* is thought to be derived from the Aboriginal word for 'place where the eels lie down' to breed (within the Parramatta River).

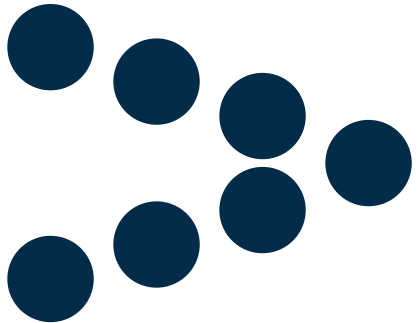
The *Burramattagal* have a close connection with the river, from which they caught fish, eels, and other food. Their stable, bark canoes often held a central small fire, built on a mound of soil, to cook up their fresh catch. 'Fire-stick farming', employed to burn vegetation to facilitate hunting and to change the composition of plant and animal species in the area, was also practiced by the *Burramattagal* people.



Background:

Harris Park, situated in the City of Parramatta, Sydney, is poised to transform into a vibrant cultural precinct and tourist destination hub, embracing the rich tapestry of 'Little India' while fostering inclusivity and innovation.

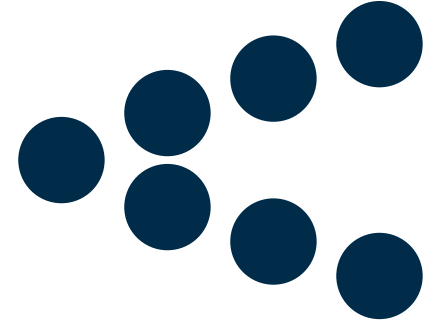
It stands at the cusp of a transformative journey towards becoming a national **Cultural Precinct** and tourist destination hub. By embracing its multicultural heritage, fostering economic vitality, and leveraging innovation, Harris Park can emerge as a beacon of cultural exchange, creativity, tourism, and sustainable development in the heart of Sydney.

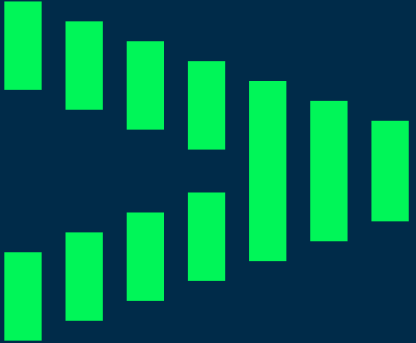




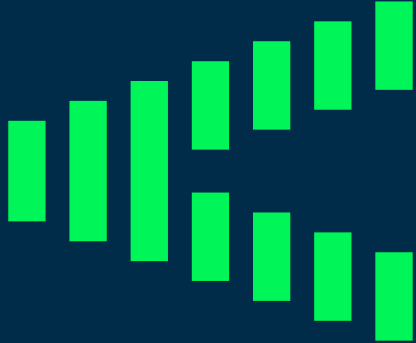
Vision:

To cultivate Harris Park into a vibrant, brilliant and dynamic 'Little India' inspired cultural precinct, where diverse communities converge to celebrate culture, honour heritage, foster creativity, and promote cross-cultural understanding.





Our mission is to create a vibrant, brilliant and dynamic cultural precinct in Harris Park that honours and celebrates the rich culture, history, arts, and cuisines of 'Little India'.



Through innovative projects, collaborative initiatives, immersive experiences, integrated programs and sustainable practices, we aim to nurture a sense of belonging, inspire creativity, and cultivate meaningful connections among residents, visitors, travellers and cultural enthusiasts.



IN HARRIS PARK WE:

- 1. GATHER**
- 2. CREATE**
- 3. INNOVATE**
- 4. ACCELERATE**
- 5. CELEBRATE**

Strategy and Future

- Create a Vibrant, Brilliant and Dynamic 'Little India' Cultural Precinct in Harris Park
- Celebrate Diversity
- Embrace multicultural heritage, foster economic vitality, and leverage innovation
- Emerge as a beacon of cultural exchange, creativity, tourism, and sustainable development in the heart of Sydney.

4 Key Pillars

1. Public Art
2. Urban Design and Streetscaping
3. Cultural Infrastructure
4. Greening



STRATEGIC APPROACH AND FORWARD THINKING

1. Public Art Installations:

Commission public art installations that reflect the cultural diversity of Harris Park, incorporating themes from 'Little India' and local communities. These artworks can serve as focal points for community gatherings and contribute to the area's aesthetic appeal.

2. Urban Design and Streetscaping Development:

Invest in the development of 'Little India' themed streetscapes, such as lighting installations, decorative lights, and creative artworks on furniture, walkways, amenities and public assets to support the vibrant cultural scene in Harris Park.

3. Cultural Infrastructure and Beautification:

Invest in the development of cultural infrastructure, integrate architectural elements, dynamic public art, and landscaping inspired by the region's diverse cultures and serve as cultural nodes that celebrate 'Little India' while promoting cross-cultural exchange and understanding.

4. Green Spaces:

Tree planting and create green spaces that serve as gathering places for residents and visitors. Incorporate elements of 'Little India' garden design and landscaping, such as flowering plants, planter boxes and shaded seating areas.



Project Goals

Create 3 x Large MURALS for the Cultural Precinct in Harris Park

- To deliver 3 x culturally and artistically inspired 'Little India' themed Murals in Harris Park.
- Ensure the Murals nurture a sense of belonging, inspires creativity, and cultivates an immersive experience with meaningful connections among residents, visitors, travellers and cultural enthusiasts.
- To design, position and bring to life 3 x Large Murals as an engaging 'Little India' cultural focal point within Harris Park.

City of Parramatta Council is seeking submissions from an artist or collective for 3 x Large Murals to be created and displayed on the Station Street East wall (below the railway line) in Harris Park

The total budget for all 3 x Murals to be created, installed and delivered altogether, end-to-end is:

\$ 100,000

This includes Councillors' and community consultation, all approvals, design, artwork, materials, installation, labour, project management, consultation, project delivery and 100% completion.

Must Haves:

- 'Little India' design and theming.
- Comply with site specifications, plus Transport for NSW approvals.
- Must be durable for a lifecycle expectancy up to 10 years.
- Must be artistically and culturally designed to add vibrancy, creativity, harmony and cohesion to the Cultural Precinct in Harris Park.
- Must be graffiti proof and easily maintained (low maintenance).
- Incorporate the use of sustainable materials and practices. Consider green technologies and/or design features that promote environmental stewardship and reflect a commitment to sustainability.
- Must be compliant with relevant Australian Safety Standards.

Project Brief

Harris Park is becoming a cultural epicentre of creativity; a vibrant, brilliant and dynamic precinct; and a driver of economic vitality.

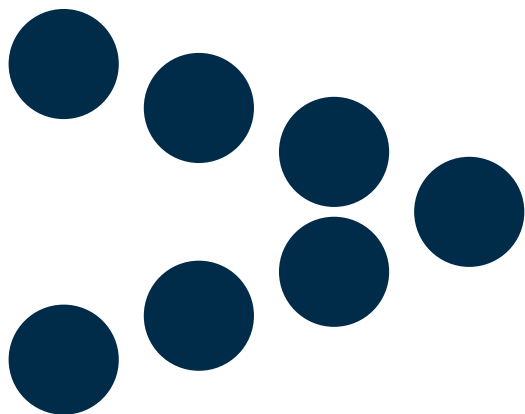
City of Parramatta is cultivating a 'Little India' designed and themed Cultural Precinct with key deliverables as follows:

- ✓ 3 x Large Murals to create continuity to the Cultural Precinct's focus on 'Little India' theming, design and branding.

The key deliverables will come together cohesively to drive a vibrant, brilliant and dynamic 'Little India' inspired cultural precinct, where diverse communities converge to celebrate culture, honour heritage, foster creativity, and promote cross-cultural understanding.

This EOI is solely for the delivery of 3 x Large Murals on the Station Street East Railway Wall.

Creative Brief for **3 x Large Murals**



The Murals should artistically and brilliantly display the dynamic culture of 'Little India' to celebrate the Cultural Precinct in Harris Park.

The Murals should promote *inclusion, cohesion, and harmony* in the celebration of 'Little India'. This is a mandatory requirement for this project.

Use art to narrate the stories of 'Little India' (and Harris Park), and cultural migration, colonial history, and heritage. Incorporate interpretations that provides context and fosters deeper understanding to tell stories of the area's rich cultural tapestry.

Collaborate with culturally appropriate artists to design and create murals that reflect 'Little India'. Ensure a representation of the suburb's rich heritage and associated cultures.

- This could Blend vibrant 'Little India' colours with tones reflecting local heritage.
- Consider a colour palette that reflects cultural vibrancy alongside tones that represent the local landscape and historical heritage connections.
- Reflect on traditional 'Little India' patterns. Create an artwork that fosters a sense of unity and cohesion with local cultures.
- Give thought to historical imagery, painted artefacts, or storytelling elements to narrate the different cultural contributions, waves of migration, historical integration, and current lived experiences in Harris Park.

Creative Rationale: **3 x Murals**



Priority 1:
'Little India' Theming and Design
(Welcome treatments, Murals and streetscaping)

Priority 2:
Historical legacy and colonial heritage design elements integrated (Murals and Streetscaping)

Priority 3:
Migration waves overtime through art & storytelling (Murals)

Capture the Past

Celebrate the Present

Think into the Future

Murals – Precedents



Spice Alley, Sydney



Brick Lane, London



Little India, Singapore



Brick Lane, London



Spice Alley, Sydney



Little India, Singapore

Project Scope & Specs

- 3 x Murals to be positioned, created and delivered alongside each other across the Station Street East Wall in Harris Park.
- The project sits within an overall Cultural Precinct delivery scope across Wigram Street, Marion Street and Station Street East in Harris Park (see design concept package attached for additional context).

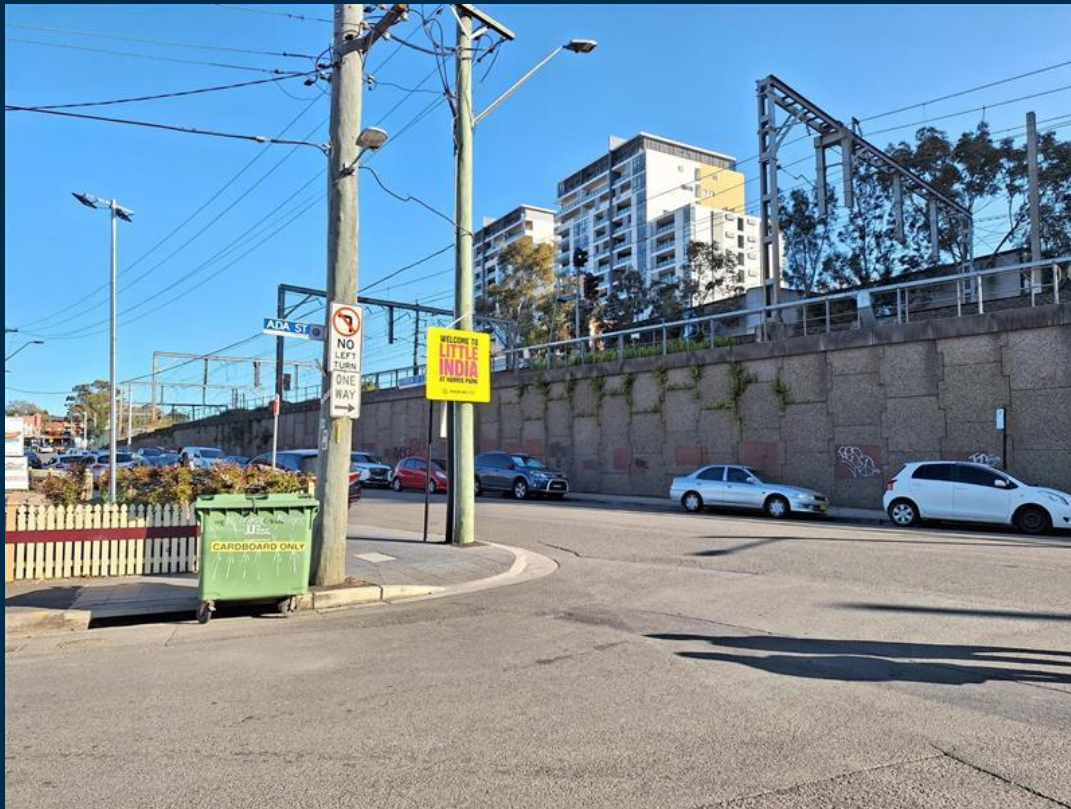
Specs for 3 x Murals:

- Each Mural will need to cover a minimum wall width of 25 meters and a maximum combined span (for all 3 x Murals) wall width of 100metres, and each to be the same width per mural or have a clear rationale of spread/display per mural for continuity, consistency and consolidation. The murals are to be spread across the wall from top to bottom.
- The Murals project delivery will need to meet all the relevant Australian Safety Standards, traffic, emergency, heritage and site specs/approvals. Plus, be anti-graffiti proof with a minimum decade durability, and a sustainable level of maintenance (be low maintenance).
- Murals and artworks are to be applied via a paint coating (paint) on the concrete walls and the wall structure is not to be covered with any solid material or attachments of any kind.
- The design and delivery of all 3 x Large Murals will need to meet installation, safety and Transport for NSW requirements /approvals (to be carefully collaborated and communicated during delivery).

Site Details & Installation

STATION STREET EAST

The 3 x Large Murals will be delivered and displayed alongside each other on the large Station Street East Wall (from Marion Street to Ada Street)



Contract

Full terms of the contract are detailed in the Sample Contract. Council strongly recommends that Artists, or the Collective review the Sample Contract before submitting a response to the EOI. By including a Sample Contract, Council aims to avoid delays caused by prolonged contract negotiations. An applicant's ability to comply with the Sample Contract is a mandatory criteria for the EOI stage. Applicants are asked to indicate whether they intend to comply with the Sample Contract.

At its own discretion, Council may deem an applicant's inability to comply with the Sample Contract as non-compliant.

Applicants must indicate they intend to comply with the Sample Contract.

*Applicants have the opportunity to seek clarifications about particular clauses and are asked to list their questions with clause numbers and email to placeservices@cityofparramatta.nsw.gov.au

LICENCE

To be granted to the City of Parramatta as non-exclusive, within a five-year term worldwide licence of the work, with an additional three plus two-year option.

Insurances

The consultant/s and their construction partner/s (project team) must hold and maintain insurances for the duration of the contract as follows:

- Public Liability: \$20 Million
- Professional Indemnity Insurance: \$10 Million
- Worker's Compensation for employees as required by law

Artist/s' Responsibilities

- Artists must have their permit relevant to working with heights, and these may be one or more of the following:
 - White Card (also referred to as General Construction Induction Training)
 - Work Safely at Heights
 - Operate Elevating Work Platform UNDER 11m
 - Operate Elevating Work Platform OVER 11m
 - Scaffolding
- Artists should factor into their costings the above including the costs to hire and organise scissor lifts plus any road/footpath occupancy related to complete the job.
- Total budget of \$100K should include ALL costs to 100% complete the 3 x Murals.

Project Timelines

- The completion of all 3 x Large Murals must be created, delivered, displayed and fully completed by 1 September 2025.

Expressions of Interest (EOI)	Artist / Collective confirmed	Artist Works Contract executed	Works to Commence for Murals	Complete delivery of 3 x Murals
17 March 2025 – 21 April 2025	April 2025	May 2025	June 2025	1 September 2025

History and Heritage

Harris Park is located south of the Parramatta River and east of the Parramatta CBD. It is part of the Rosehill Ward of the City of Parramatta. The name derives from the property of John Harris which together with the grants of John Macarthur at Elizabeth Farm form the basis of the geographical area of the suburb.

European history of the Parramatta District began in April 1788 with an exploration party led by Governor Arthur Phillip which travelled along the river to the vicinity of The Crescent and had decided upon the site of the town. By November that year, the governor had established an outpost consisting of convicts and marine on the site.

For thousands of years the land around Parramatta was home, hunting ground and meeting place for members of the Burramattagal clan of the Darug people. European settlers cleared the land seriously diminishing the supply of native plants and animals on which Aboriginal people relied.

It was in Harris Park that the first land grant in the colony of 30 acres (12 ha) was bestowed to emancipated convict James Ruse in February 1791. Known as Experiment Farm, Ruse diligently cleared the land and planted crops, proving that viable farming was possible in the area.

Source: <https://historyandheritage.cityofparramatta.nsw.gov.au/research-topics/suburbs/harris-park-brief-history>

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History and Heritage

John Harris, medical officer, magistrate, landholder and farmer arrived in the Colony of New South Wales in June 1790 as Surgeon's Mate aboard the Second Fleet convict transport Surprise. In 1793, Harris was granted 100 acre (40 ha) at Parramatta, expanding his holdings with the purchase of the adjoining lands from James Ruse the same year. Harris' farmhouse known as Experiment Farm Cottage located in Ruse Street, Harris Park is owned by the NSW Branch of the National Trust of Australia and is open for visitors several days a week.

For much of the 19th century the area around Harris Park remained as large land holdings consisting of orchards and mixed farming including horse and cattle breeding. Thomas Harris inherited the estate of his father John who died in 1838. Then in 1870, Thomas died, and the estate passed to his son John. In 1876, John Harris subdivided part of Harris Estate to the east side of Harris Street although Elizabeth Farm Estate remained undivided until the 1880s.

Source: <https://historyandheritage.cityofparramatta.nsw.gov.au/research-topics/suburbs/harris-park-brief-history>

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History and Heritage

The building of the railway from Sydney to Blacktown (completed in 1860), including a station at Harris Park, stimulated subdivision and closer settlement of this area which had been used for many years for pastoral purposes. The area close to the railway station at Harris Park was privately subdivided in the 1870s and 1880s, with lots narrower and smaller than those in the government subdivided town area. The majority of houses in this area were built before 1895.

The area demonstrates an early 1870s-90s subdivision and speculation of modest residential development part of colonial surgeon John Harris' land grant, made in response to the railway. Many of the original houses remain and it retains a consistency of development with narrow lots, back lanes and small scale, simple form timber and brick cottages, built close together. The use of timber was typical in many parts of Sydney but is now rare. This area is important because it provides evidence of mid-19th century subdivisional and surveying practice and with the relative absence of modern development is the most consistent historical urban area in central Parramatta.

Source: <https://www.cityofparramatta.nsw.gov.au/development/planning/development-control-plans>

DISTINCTIVE CHARACTERISTICS

- Intimate scale of the area - allotments are mostly 30ft, compared to the wider allotments east of Harris Street.
- Predominance of small cottages (mostly single storey) with some terrace houses and other dwellings.
- Age of buildings - mostly developed in the late 19th century, with a few early 20th century dwellings and shops, and some flats from the 1960s.

Recent History

Since 1996 there has been a significant increase in the number of people from overseas living in Parramatta, however changes have taken place in the country of origin of the population. In the 1996 census year, about 36% of residents reported that they had been born overseas, increasing to 49.5% in 2016. From a population of over 226,000 people, about 10% were born in India and 10% in China. The number of people from Lebanon settling in Parramatta has decreased from about 6,000 in 1996 to 2,688 in 2016.

There were just over 2,400 persons who had migrated from India in the Parramatta area in 1996, increasing to over 7,000 in 2006 and over 13,000 in 2016. The suburb of Harris Park reflects this trend with over 46% of the 5,800 residents born in India according to the 2016 Census.

Harris Park has become known colloquially as '**Little India**' due to concentrations of skilled migrants settling from predominantly the Gujarat area from the north-west India.

The Parramatta area with its unique neighbourhood identities enjoys a rich and diverse cultural heritage which continues to develop and be celebrated year by year.

Source: <https://historyandheritage.cityofparramatta.nsw.gov.au/research-topics/suburbs/harris-park-brief-history>

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Harris Park West Conservation Area

HERITAGE AND ARCHAEOLOGY

HERITAGE CONSERVATION AREAS



Harris Park is a local heritage area.




Places of interest:

- Train Station with historic rail line
- Restaurants and retail businesses
- Rosella Park

Further away from the Harris Park Town Centre:

- Experiment Farm Reserve

Harris Park: 2021 Census

	People	5,043
	Male	54.2%
	Female	45.8%
	Median age	31
	Families	1,193
	Average number of children per family	
	for families with children	1.5
	for all households (a)	0.5
	All private dwellings	2,278
	Average number of people per household	2.5
	Median weekly household income	\$1,779
	Median monthly mortgage repayments	\$1,750
	Median weekly rent (b)	\$360
	Average number of motor vehicles per dwelling	1.1

- Population size as at the 2021 Census for Harris Park is 5,043
- There were 1,193 families at that point in time

Harris Park: 2021 Census

Indigenous status <i>All people</i>	Harris Park	%	New South Wales	%	Australia	%
Aboriginal and/or Torres Strait Islander	28	0.6	278,043	3.4	812,728	3.2
Non-Indigenous	4,733	93.9	7,404,499	91.7	23,375,949	91.9
Indigenous status not stated	283	5.6	389,616	4.8	1,234,112	4.9

Ancestry, top responses <i>All people</i>	Harris Park	%	New South Wales	%	Australia	%
Indian	1,760	34.9	261,103	3.2	783,953	3.1
English	424	8.4	2,404,990	29.8	8,385,928	33.0
Chinese	383	7.6	581,641	7.2	1,390,639	5.5
Nepalese	292	5.8	72,230	0.9	138,463	0.5
Australian	288	5.7	2,307,549	28.6	7,596,753	29.9

Country of birth, top responses <i>All people</i>	Harris Park	%	New South Wales	%	Australia	%
Australia	961	19.1	5,277,497	65.4	17,019,815	66.9
<i>Other top responses:</i>						
India	2,288	45.4	208,962	2.6	673,352	2.6
Nepal	299	5.9	64,946	0.8	122,506	0.5
China (excludes SARs and Taiwan)	210	4.2	247,595	3.1	549,618	2.2
Lebanon	139	2.8	63,293	0.8	87,340	0.3
Philippines	118	2.3	106,930	1.3	293,892	1.2

- 93.9% of the population are non-indigenous
- 34.9% of the population are of Indian ancestry
- 45.4% of the population are born in India

Harris Park: 2021 Census

Religious affiliation, top responses

<i>All people</i>	Harris Park	%	New South Wales	%	Australia	%
Hinduism	2,363	46.9	273,780	3.4	684,002	2.7
Catholic	641	12.7	1,807,730	22.4	5,075,907	20.0
No Religion, so described	552	10.9	2,644,165	32.8	9,767,448	38.4
Not stated	382	7.6	548,340	6.8	1,751,052	6.9
Islam	307	6.1	349,240	4.3	813,392	3.2

Language used at home, top responses (other than English)

<i>All people</i>	Harris Park	%	New South Wales	%	Australia	%
Gujarati	764	15.1	26,857	0.3	81,334	0.3
Hindi	584	11.6	80,051	1.0	197,132	0.8
Punjabi	322	6.4	53,460	0.7	239,033	0.9
Nepali	288	5.7	68,148	0.8	133,068	0.5
Telugu	282	5.6	20,154	0.2	59,406	0.2
English only used at home	909	18.0	5,457,982	67.6	18,303,662	72.0
Households where a non-English language is used	1,485	79.2	856,911	29.5	2,295,688	24.8

- 46.9% of the population are of religious affiliation with Hinduism
- 79.2% of households speak a non-English language

EOI Submission requirements and criteria

- Address the creative brief.
- Ensure you can meet the project's must haves and mandatory requirements.
- Address how your creation and delivery of all 3 x Murals will physically and artistically display the dynamic culture of 'Little India' to appreciate and celebrate the Cultural Precinct in Harris Park.
- Address how you will meet delivery timeframes.
- Address how you will meet budget requirements.
- Address Insurance requirements and how you'll comply with the sample contract.

Submissions

Submissions must be made by **Monday 21 April 2025 at 11:59pm Australian Eastern Standard Time(AEST).**

All submissions must be emailed to:

placeservices@cityofparramatta.nsw.gov.au

Questions for this EOI should state their subject as 'MURALS - Cultural Precinct in Harris Park' and emailed to placeservices@cityofparramatta.nsw.gov.au



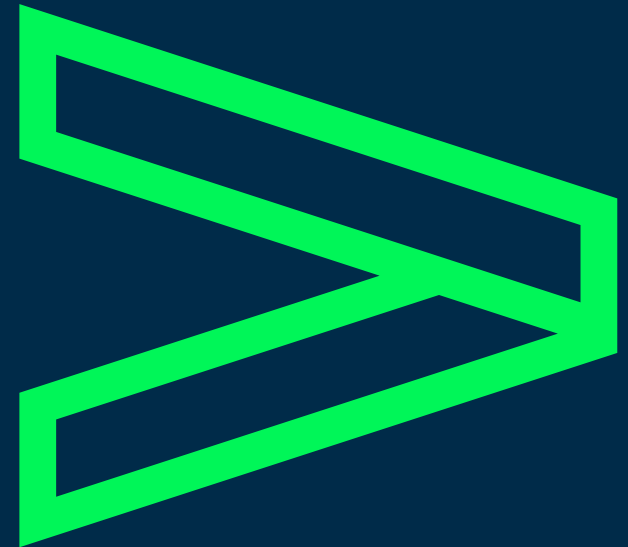
**DEADLINE FOR
SUBMISSION:
Monday 21
April 2025, at
11:59pm
(AEST)**

If you have any questions, please email:

placeservices@cityofparramatta.nsw.gov.au

Checklist

- Ensure you can meet the project's must haves.
- Address the creative brief.
- Address how your creation and delivery of all 3 x Murals will physically and artistically display the dynamic culture of 'Little India' to appreciate and celebrate the Cultural Precinct in Harris Park.
- Address all criteria, must haves, mandatory requirements, any specifications and comply with EOI conditions / submission requirements



THANK YOU

City of Parramatta Council, Integrated Grants and Project
Email: placeservices@cityofparramatta.nsw.gov.au

