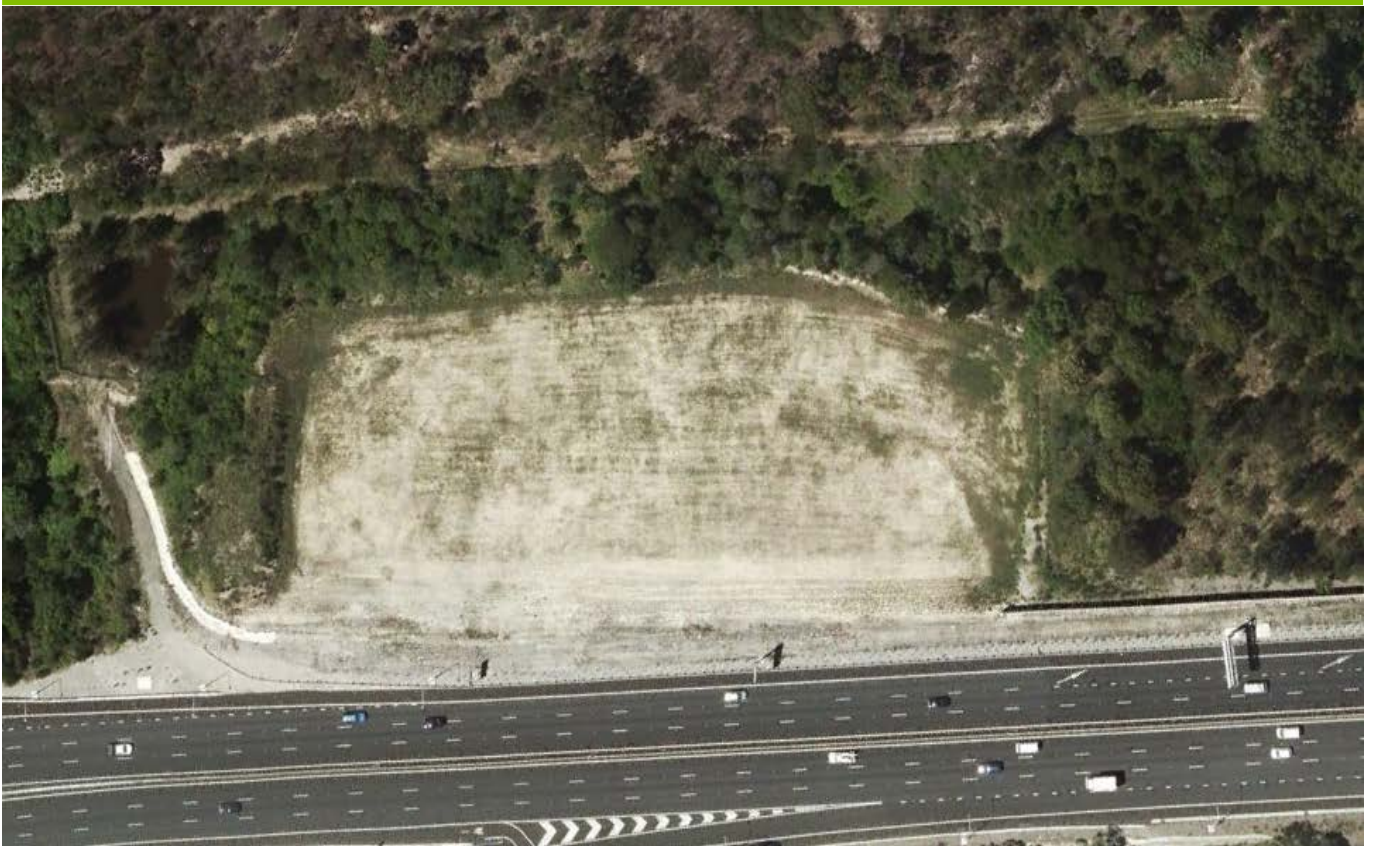


12 OCTOBER 2015

M2 Macquarie Park Iconic Art Installation Ideas competition



Competition closes **Monday 23 November 2015**

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The power of ideas

Ideas change the world and change the way we think and live.

At Transurban, the operator of the Hills M2 Motorway, 'ingenuity' is one of our core values, and we challenge ourselves daily to innovate and come up with new ideas to improve the way we run our business.

One of our new ideas is to rethink the unused sites next to our roads; enhancing their ecological health while also increasing the value to the community.

This is part of our commitment to run our business in a sustainable way and positively contribute to the communities where we operate. It is also consistent with our vision of strengthening communities through transport.

We are well underway with transforming our first site under this program in Melbourne. This site is known as the '[Power Street Loop](#)'. Featuring a series of sculptural 'pods' and supported by native vegetation, the site is expected to make a significant contribution to Melbourne's Art Precinct and also provide native habitat in an urban area.

Now it's Sydney's turn. The first site we are looking to transform is located on the northern side of the M2 Motorway between Khartoum Rd to the East and Christie Rd to the West.

Bordering Lane Cove National Park to the North, we have the opportunity to breathe new life into this 8 ha site and help ensure the Park's ongoing ecological health. We know that doing this in a meaningful and sustainable way requires good ideas.

Noble Prize Winner Linus Pauling said the way to get a good idea is to collect a lot of them and use the best ones. This is what we intend to do by launching an ideas competition that asks the community to identify iconic artistic concepts that could feature prominently on the site.

We want to tap into the community's collective creativity and provide a voice for ideas and, by doing so, showcase innovative solutions that depict sustainability in action and how underutilized spaces can be effectively transformed.

We believe the competition will yield a wide range of ideas including those we would never have dreamt of.

A handwritten signature in black ink, appearing to read 'Scott Charlton', written in a cursive style.

Scott Charlton
Transurban CEO

1. The opportunity

The M2 Macquarie Park site is an unused site of around 8 ha in area that was used as part of the M2 motorway upgrade in 2013. The site cannot be accessed by the public; however, it is highly visible from neighbouring buildings and the motorway itself.

Transurban seeks to regenerate the majority of the site so that it complements and provides an important buffer to Lane Cove National Park and the significant ecological communities it supports. To achieve this Transurban has partnered with Landcare Australia to carry out the ecological regeneration of the site, which will be replanted with locally native, low-maintenance plants, including Eucalypt species, various shrubs, and grasses. Importantly, as a part of the regeneration, we will also be paying special attention to improving the quality of water leaving the site.



This picture shows the cleared area of site on the Northern side of the M2 Motorway which is between Khartoum Rd to the East and Christie Rd to the West.

Transurban is proud to acknowledge the Eora and Darug Nations as the traditional owners of the land and waters on which the Hills M2 Motorway sits. We pay respect to their elders past and present.

The aim of the Ideas Competition is to encourage and challenge teams of designers, artists and architects, among others, to come up with design elements and artistic solutions that could contribute to the site's regeneration.

We are looking for ideas that are ecologically, socially and economically sustainable, complement the setting, and can be readily implemented. We believe that the 'right' idea for the sites will be realised as a result of creativity, collaboration and the effective combination of cross-disciplinary knowledge and practices.

2. The Ideas Competition

The M2 Macquarie Park Ideas Competition is about engaging the community to collect a broad range of creative ideas that could be included in the site's transformation.

'Ideas competitions' by their nature recognise creative thinking and innovative ideas. As such the competition is not committed to implementing a particular idea or engaging the successful competitor to deliver the idea. By entering the competition, entrants agree that the competition organiser will have the discretion whether to use the ideas submitted to inform the final project. The competition organizer will acknowledge the intellectual property of idea(s) incorporated into the final design for the site.

The competition has no entry fee, however all entrants must provide a completed registration and declaration form (via email) prior to submitting their entry. For more information, please refer to section 5 (Competition Activities).

This is a limited competition open to individuals or teams of up to four people, comprising a mix of creative and technical disciplines. For example, two students or practicing artists may team up with an urban planner or architect, or other design/engineering practitioners to devise a solution. The competition is being convened by Urban Art Projects (UAP) on behalf of Transurban and the team must nominate one member to liaise with UAP.

Prizes

First prize	\$20,000
Second prize	\$5,000
Third prize	\$2,000

A judging panel will be appointed to select an overall winning entry in accordance with the judging criteria (refer to section 8) set out in this Pack. In addition, the panel will award prizes for the 'Most Artistic' and 'Most Sustainable' entries.

Winners will be announced at an Awards Event on 10 December 2015.

After the winners have been decided, selected entries may be publically displayed on the Transurban Hills website and/or physically or digitally exhibited at a suitable venue.

Eligibility

Competition organisers, including members of the M2 Ideas Competition Judging Panel and employees and contractors working for Transurban, Landcare Australia, UAP or Roads and Maritime Services, and members of their families are not eligible to enter the Ideas Competition.

3. Competition terms and conditions

The terms and conditions for the competition are set out below:

1. This competition is being run by Transurban and convened by UAP (www.uapcompany.com)
2. By entering this competition, you accept these terms and conditions.
3. Entries which do not comply with these terms and conditions, the requirements set out in the rest of this Ideas Competition Pack (the Pack), or which are incomplete, are not eligible to win. No responsibility is accepted for lost, late, illegible or misdirected entries.
4. The competition is open to all residents in Australia, other than persons described in section 2 above. Entries may be submitted by individuals or teams of up to four persons.
5. One entry is allowed to be submitted per individual or team.
6. The entry must be your original work. By submitting your entry you represent that it does not infringe the intellectual property rights (including copyright) of any other person.
7. Entries received after the closing date will not be accepted.
8. The winners will be announced at an awards event on 10 December 2015, and will also be notified by telephone or in writing (email or post) after the awards event.
9. The judging panel, judging criteria and prizes are set out in this pack.
10. The judging panel's decision is final and no correspondence will be entered into.
11. You must not make direct contact with members of the judging panel and should avoid unnecessary communications with the competition convener, UAP.
12. By entering this competition you agree to allow Transurban to publish your entry subject to Transurban attributing you as the author of the works.
13. If you are the overall prize winner you agree to assign to Transurban all intellectual property rights (including copyright) in your entry. We may use your entry in any way we choose, including publishing the entry, adapting your design and implementing or installing your design at the M2 site or any other site. If you retain moral rights in any works used by us, we will attribute you as the author of the works in accordance with those rights.
14. If your entry wins second or third prize, and Transurban wishes to implement or install your design, you agree to assign to Transurban all intellectual property rights (including copyright) in your entry subject to Transurban compensating you with the monetary difference between first prize and the prize that you have won.
15. By entering this competition, you consent to Transurban and UAP collecting your personal information for the purposes of facilitating the competition, including publishing the name of the winners and publically displaying your name alongside your entry. Without this information, we may not be able to accept your entry and/or we may be unable to deliver your prize if you are a winner. Your personal information is managed in accordance with our Privacy Policy, which is available [here](#).
16. This policy also provides further details about how you can access and correct your personal information, or lodge a complaint.
17. Transurban will not be liable for any loss or damaged suffered by any person in relation to this competition.

4. Submission requirements

1. One physical set of two A3 (297mm x 420mm) boards
2. One USB stick containing:
 - a. PDF versions of the two entry boards (8MB maximum)
 - b. PDF version of a written summary of the idea
 - c. PDF copies of the registration and declarations forms.
3. A sealed A4 (210mm x 297mm) envelope containing the USB and original registration and declaration forms.

Written summary

Provide a brief summary (2 to 3 A4 pages) that describes the nature of the idea and how the idea responds to each of the 10 judging criteria as provided in section 8.

Boards

All entries must be presented as graphics and words mounted on flat, stiff, light, strong backings. Boards should be no more than three millimetres thick and can be laid out vertically or horizontally, but together must create an A2 (420mm x 594mm) entry. Boards must be clearly numbered "1" to "2" in the top right-hand corner, whatever their orientation.

The top left-hand corner of each board must show the competition code received at registration.

A title must be given for an entry, and this must be displayed prominently on all documents.

Board 1 must explain in words the specific design idea(s) with reference to the ten judging criteria.

Board 2 must present a visual depiction of the idea, highlighting the design of the idea, and the relationship between the idea, the site, and the broader area, including three dimensional representations of the project.

All plan drawings are to show the positioning of the installation as identified below. All graphic and descriptive documents must have a graphic scale. Additional documents or models are not required.

Digital

Digital copies are to be submitted in the envelope on USB stick. Submissions are to contain a high resolution (300 dpi) PDF of each board with a maximum file size of 10 megabytes (4MB per board).

Digital submission is compulsory, but will not replace the physical board submissions which are used by the judging panel to judge the projects against the 10 judging criteria.

Submitting entries

Entries must be addressed as follows:

M2 Macquarie Park Ideas Competition
C/O Transurban
Level 9, 1 Chifley Square
SYDNEY NSW 2000

Entries can be submitted in the following ways:

- Delivered in person to Transurban's Sydney office no later than the final submission date, or
- Sent by courier or post to Transurban's Sydney office no later than the final submission date and time (see key dates in section 5 below).

5. Competition activities

Declarations and registration forms must be submitted via email to the competition organiser (UAP) – the email address is provided on these forms which are provided at the end of this Pack. On receipt of these forms each competitor or team will receive an entrant's code. Detailed background information will be emailed to the individual entrant or nominated team liaison.

Key dates

ACTIVITY	DATE
Competition opens Entrants must register prior to submitting entries. Upon receipt of registrations, entrants will be provided with detailed background information about the site. Refer to section 9 (General Information) for more information.	12 October 2015
Question period	12 October to 23 November 2015
M2 site tour Registered participants will have the opportunity to take a firsthand look at the site with the competition organisers	Mid October 2015 (date to be confirmed via email to registered participants)
Final registration	Close of business 16 November 2015
Entries close	12 noon, Monday, 23 November 2015
Judging period	23 to 30 November 2015
Finalists contacted	30 November 2015
Awards presentation	10 December 2015

6. Judging

The judging panel comprises representatives from the artistic community, the NSW Government Architect's Office, Macquarie University, Roads and Maritime Services, and Transurban. All entries will be assessed against the judging criteria (section 8) and the prize winners will be selected in accordance with the judging procedures.

Judging panel



Scott Charlton
Transurban CEO

In July 2012 Scott joined Transurban Group from Lend Lease, where he was Group Chief Operating Officer. Prior to this, Scott held several senior appointments across a range of infrastructure and financial institutions, including as CFO of Leighton Holdings (2007-2009) and as a Managing Director of Deutsche Bank (1995-2003). He is Deputy Chairman of Infrastructure Partnerships Australia, and a member of the Monash Industry Council of Advisors and the Business Council of Australia.



John Chatterton
Chief Marketing Officer, Macquarie University

John has a wealth of international experience as a marketing leader, and joined Macquarie University in late April 2015 to raise its voice, inspire its students, and champion its staff and researchers, so that it may take our rightful place alongside the world leaders in education. John has led the marketing function for several of the world's largest consumer packaged goods companies including; Goodman Fielder, Heinz, Campbell's, PepsiCo and Nestle in both Australia and the UK. John will represent the local business community on the panel.



Gareth Collins
Head, Centre for Urban Design

Gareth studied landscape architecture at Heriot Watt University in Edinburgh. He went on to work in private practice for Cloustons and the RPS Group, in the Scottish Government's transport department and in the NSW Government Architect's Office. He now leads a small team of design advisors for Roads and Maritime and is currently involved in providing urban design direction for the Pacific Highway and the WestConnex and NorthConnex infrastructure programs. Gareth is the co-author of 'Beyond the Pavement' and its associated design guidelines such as 'Bridge Aesthetics' and the 'Noise Wall Design Guideline'. Gareth is also President of the NSW chapter of the Australian Institute of Landscape Architects.



Olivia Hyde
Director of Design Excellence, NSW Government Architect's Office

Olivia has over 20 years' experience working as an architect, educator and critic in Australia and overseas. After many years as Senior Practice Director at BVN Donovan Hill, Olivia recently joined the NSW Government Architects Office as the Director of Design Excellence, where she is helping to establish and oversee a range of design review and advisory processes aimed at improving the quality of the built environment across the state. In addition to practice, Olivia has taught graduate design at the University of Sydney, UNSW and UTS and has extensive overseas experience including a number of years with Norman Foster and Partners in Hong Kong and London, and with local practices in Spain, Malaysia and the USA. She is a graduate of the Bartlett School of Architecture and a regular contributor to Architecture Australia.



Lindy Lee
Artist

Lindy Lee is a Chinese-Australian artist who has exhibited extensively nationally and internationally and has been awarded several public art commissions in Australia and overseas. She believes that Australia's spirit of place is born through multitudinous interactions between the diverse cultures that exist in this country.

Lee is a founding member of Gallery 4A in Sydney's Chinatown. She is a former board member of Artspace and the Australian Centre of Photography, former president of the Asian Australian Artists Association and former deputy chair of the Visual Arts and Craft Fund, Australia Council. Lee is currently a trustee of the Art Gallery of New South Wales.

7. Judging Procedures

The judging panel will consider all ideas that comply with the competition rules. Its judgment is final. In the event of non-compliance with the rules, the panel has the discretion to disqualify the entrant in question. Under no circumstances will the judging panel consider documents additional to those described in the Submission Requirements (section 4).

The panel will consider the following matters when assessing an idea's merits:

- Compliance with the requirements
- The idea's response to the site and location
- The degree of innovation demonstrated by the idea
- The ease of implementation – including constructability, time and cost
- Aesthetic appeal
- Technical qualities.

Detailed judging criteria have been developed for these as provided overleaf. We encourage you to carefully consider the criteria and ensure that your idea addresses these thoroughly.

Each criterion is of equal rating except for the Requirements criteria which will be pass/fail.

The judging panel will provide a summary explaining the reasons for its choice of the overall winner, most artistic and most sustainable entries, as well as any honourable mentions in relation to the requirements of the competition and the site.

All entries assessed by the judging panel are anonymous. Ideas will remain anonymous throughout the procedures and are only identified by their code. The identity of the winners will be publicly revealed at the Awards Event.

8. Judging Criteria

THEMATIC CRITERIA	DETAILS
1. Responding to the site, context and sustainability principles	<p>How does the idea address the context and challenges of the site (does it complement Landcare Australia's regeneration concept plan and the Motorway)? Particular attention should be given to:</p> <ul style="list-style-type: none"> the promotion of sustainable infrastructure and renewable energy the idea's consistency with Transurban's three Sustainability Pillars ('Be Good Neighbours', 'Use Less' and 'Think Long Term') the idea's ecological value the ability for the idea to be 'read' from either driving direction and surrounding buildings the scale of the idea relative to the Motorway setting and driver experience
2. The degree of innovation	<p>Does the idea give consideration to a combination of techniques, processes and methods to create a unique and effective response to the site?</p>
3. Artistic expression and engagement	<p>Is the idea uplifting and does it strongly express a concept or idea?</p>
4. The ease of implementation	<p>Does the idea have the ability to, through the process of further design investigation, be a viable and buildable solution for the site?</p> <ul style="list-style-type: none"> Can it be readily constructed and installed within a 12 month period? Is the expected design, construction and installation cost less than \$2M Is the idea likely to require little or no maintenance over its useful life?
MANDATORY CRITERIA (PASS/FAIL)	DETAILS
5. Safety	<p>Is the idea consistent with the following safety principles:</p> <ul style="list-style-type: none"> It would not distract drivers' attention away from the motorway for extended periods of time Drivers should be able to appreciate the nature and message of the idea without turning away from the motorway and traffic stream No parts of the idea project over the motorway or be able to fall or blow onto the motorway Does not contain surfaces/components that could reflect headlight beams back onto the motorway Does not contain flashing or bright lights that would compromise driver safety Moving parts (if any) should not be distracting to drivers
6. Appropriateness	<p>Is the idea:</p> <ul style="list-style-type: none"> Likely to be considered inoffensive (on the basis of gender, race, religion or other factors)? Appropriate to all age groups? Not overtly representing a political agenda? <p>In addition, the idea should not:</p> <ul style="list-style-type: none"> Depict recognizable people. Silhouettes and featureless people shapes are acceptable Emit noise that would cause a nuisance Contain wording or text
7. Anti-vandalism and public safety	<p>Is the idea unattractive for vandalism or graffiti? Is it permeable (easily seen through) and is it consistent with the principles of crime prevention through environmental design?</p>
TECHNICAL CRITERIA	DETAILS
8. Use of the site	<p>The idea must be situated within the cleared 'deck' area of the site (figures will be provided). In addition, a recommended installation envelope of approximately 450 m² has been identified. Ideas that would require a greater area than this envelope will be considered provided they complement and fit with the overall site layout. Upon registration, competitors will be supplied with a location plan clearly showing the installation envelope. Entrants must be aware that some vegetation will reach heights of 15 to 20 metres once mature and design pieces will be surrounded by vegetation in the future. Landscaped mounds will also be situated to the north of the installation (ie behind it when viewed from</p>

the motorway).

9. Robust and durable

Are the specified materials and the nature of the idea itself fit for the purpose and place and capable of withstanding normal and adverse climatic conditions (eg wind, UV, hail, prolonged rain and dust)? Can the idea be easily dismantled and relocated if necessary?

10. Public Access and interaction with idea

There will be no public access to the site where the idea is to be installed.

9. General information

Contact details

All specific competition correspondence should be directed to the competition convener, UAP, which acts on behalf of Transurban.

The designated point of contact is UAP. All questions should be sent by email to: Rachelle.Eisentranger@uapcompany.com

All questions will be responded to within 72 hours of receipt (weekends excluded). To ensure queries are responded to promptly and registrations are received, the following email convention must be followed:

- All queries must include the email subject line: "M2 Macquarie Park Site Idea Competition: query".
- All registration and declaration forms must include the email subject: "M2 Macquarie Park Site Idea Competition: Registration".

Background information available for entrants

The background information pack sent to registered entrants includes written documents on the site, its context, as well as drawings and documents to guide the design process including:

- Aerial photographs
- Site photographs
- Site and context maps
- Landcare Australia's conceptual regeneration design for the site.

Following registration, the background information will be emailed to the team liaison.

Registration and Declaration Forms

The following forms must be completed and submitted at the nominated stages of the competition. Both forms are to be submitted to the competition convener Rachelle.Eisentranger@uapcompany.com. Please refer to the email subject line entry requirements listed above under Contact Details.

Registration Form

To be completed and emailed to the competition convener as a record of the entrants' intention to submit an entry into the M2 ideas competition. Refer to section 5 (Competition Activities) for the final date of registration. Following registration, teams will receive an email containing detailed background information to help inform their idea.

The original registration form must be included with the final entry and submitted by the closing date for competition entries.

Declaration Form

To be completed by the entrant or each team member. Entrants/team members must certify that their submission meets the requirements detailed within the brief. It also confirms permission for Transurban to use material contained within the submission for marketing, communication and internal design purposes.

Registration Form

As a record of your intention to submit an entry into the M2 Macquarie Park Site ideas competition, please complete this registration form and submit it via email to Rachelle.Eisentranger@uapcompany.com by **12 noon on Monday, 23 November 2015**. The original registration form must also be included with the final entry submission.

Name of competition	M2 Macquarie Park IDEAS COMPETITION			
Closing date	Monday 23 November 2015 at 12 noon			
Submission address	M2 Macquarie Park ideas competition c/o UAP			
Team name				
Name and discipline area of team members:	1.			
	2.			
	3.			
	4.			
Team liaison person				
Address				
Telephone number				
Email				
Signature			Date:	

Declaration Form

To be completed by the entrant or each team member.

ENTRANT/TEAM MEMBER 1:

This is to certify that I

as a member of my team (cross-out if you are a single entrant)

submit the attached competition entry to the M2 Macquarie Park Site Ideas Competition.

By signing this document I agree to all competition terms and conditions specifically including the following:

- I confirm I have read and understood the briefing documents and am delivering a submission that I believe addresses the intent of the ideas competition
- I agree to the use of all digital and hard copy material submitted in my entry by Transurban and that all materials supplied in my submission become the property of Transurban for future use
- I agree to assign to Transurban all intellectual property rights (including copyright) in my entry.
- I confirm that neither I nor anyone in my team have posted questions / comments / correspondence directly to Transurban
- I agree that my team is eligible for entry and reward in this competition and certify that there is no conflict of interest with our involvement
- I agree that the judges' decision is final
- I consent to Transurban and UAP collecting, using and disclosing my personal information in accordance with the Competition Terms and Conditions.

Signed

Date

Declaration Form

To be completed by each team member.

TEAM MEMBER 2:

This is to certify that I

as a member of my team

submit the attached competition entry to the M2 Macquarie Park Site Ideas Competition.

By signing this document I agree to all competition terms and conditions specifically including the following:

- I confirm I have read and understood the briefing documents and am delivering a submission that I believe addresses the intent of the ideas competition
- I agree to the use of all digital and hard copy material submitted in my entry by Transurban and that all materials supplied in my submission become the property of Transurban for future use
- I agree to assign to Transurban all intellectual property rights (including copyright) in my entry
- I confirm that neither I nor anyone in my team have posted questions / comments / correspondence directly to Transurban
- I agree that my team is eligible for entry and reward in this competition and certify that there is no conflict of interest with our involvement
- I agree that the judges' decision is final
- I consent to Transurban and UAP collecting, using and disclosing my personal information in accordance with the Competition Terms and Conditions.

Signed

Date

Declaration Form

To be completed by each team member.

TEAM MEMBER 3:

This is to certify that I

as a member of my team

submit the attached competition entry to the M2 Macquarie Park Site Ideas Competition.

By signing this document I agree to all competition terms and conditions specifically including the following:

- I confirm I have read and understood the briefing documents and am delivering a submission that I believe addresses the intent of the ideas competition.
- I agree to the use of all digital and hard copy material submitted in my entry by Transurban and that all materials supplied in my submission become the property of Transurban for future use.
- I agree to assign to Transurban all intellectual property rights (including copyright) in my entry.
- I confirm that neither I nor anyone in my team have posted questions / comments / correspondence directly to Transurban.
- I agree that my team is eligible for entry and reward in this competition and certify that there is no conflict of interest with our involvement.
- I agree that the judges' decision is final.
- I consent to Transurban and UAP collecting, using and disclosing my personal information in accordance with the Competition Terms and Conditions.

Signed

Date

Declaration Form

To be completed by each team member.

TEAM MEMBER 4:

This is to certify that I

as a member of my team

submit the attached competition entry to the M2 Macquarie Park Site Ideas Competition.

By signing this document I agree to all competition terms and conditions specifically including the following:

- I confirm I have read and understood the briefing documents and am delivering a submission that I believe addresses the intent of the ideas competition
- I agree to the use of all digital and hard copy material submitted in my entry by Transurban and that all materials supplied in my submission become the property of Transurban for future use
- I agree to assign to Transurban all intellectual property rights (including copyright) in my entr.
- I confirm that neither I nor anyone in my team have posted questions / comments / correspondence directly to Transurban
- I agree that my team is eligible for entry and reward in this competition and certify that there is no conflict of interest with our involvement
- I agree that the judges' decision is final
- I consent to Transurban and UAP collecting, using and disclosing my personal information in accordance with the Competition Terms and Conditions.

Signed

Date