

# ROCHESTER MURAL FESTIVAL

13<sup>th</sup> – 20<sup>th</sup> March 2027

## “Calm Before the Storm”

*Rochester Mural Festival Committee is a sub-committee of the Rochester Business Network (RBN)  
Under License from the International Mural Fest, Sheffield, Tasmania.*

Further Information may be found on: [www.rochestermuralfest.com.au](http://www.rochestermuralfest.com.au)



2026 Winner: Marco Pennacchia – ‘Under the Lamp’s Gentle Glow’

2026 Mural Festival Theme: ‘The Power of Small Moments’

## Overview

### OUR MURAL FESTIVAL AIMS TO:

- Provide an opportunity for emerging and established artists to demonstrate their talents in a public forum, assisting in their artistic growth and development and to promote Rochester.
- Provide an iconic festival which brings thousands of visitors to the Campaspe Region to provide short-term business opportunities and long-term economic benefits.
- Develop the Mural Festival into an annual and prestigious event.
- Encourage youth to take a greater interest in the arts as a way of self-expression and personal development.

*‘The Rochester Mural Festival is where art meets heart! For the past decade, artists have turned blank walls into colour-packed stories, drawn crowds, and sparked smiles. We celebrate creativity, back artists, inspire youth, and bring the community together. Now we’re dreaming bigger, growing it into a vibrant art and music festival for all. Come for the murals, stay for the vibe!’*

### SELECTION PROCESS:

Entry into the Mural Festival will be through pre-selection from submitted images. (refer to Entry Requirements – How to Enter on Page 6). Eight finalists will be chosen by the Mural Festival Committee. Their decision will be based on the following criteria:

- Interpretation of the Mural Festival theme, ‘Calm Before the Storm’.
- Technical expertise (Technique)
- Composition
- Originality
- Colour

## **AWARDS:**

The Awards Presentation will be held on **Saturday 20th March 2027 at 11am** and all winners will be announced. Independent and qualified judges will view all murals on the Saturday and make their decision prior to presentation. Winners of the following awards will be presented. Note that artists will be awarded no more than one prize.

<b>FINALISTS</b>	<b>AU \$1,000 (one per mural)</b>
<b>FIRST PRIZE</b>	<b>AU \$5,000 acquisitive</b>
<b>JUDGES' HIGHLY COMMENDED AWARD</b>	<b>AU \$1,000</b>
<b>PEOPLE'S CHOICE AWARD</b>	<b>AU \$500.00</b>

The People's Choice Award will be presented to the artist who receives the highest number of public votes during the week, from 9:00am Sunday 14<sup>th</sup> March until 10:00am Saturday 20<sup>th</sup> March.

## **THE PAINT-OFF:**

On Sunday 14<sup>th</sup> March 2027 at 7.45am before commencement, the Mural Festival Event Team member will give a briefing of what to expect and what is required during Mural Festival week.

**To complete their mural, artists will have from 8am on Sunday 14<sup>th</sup> March until 'Brushes Down' 5pm Friday 19<sup>th</sup> March 2027.**

## **OFFICIAL UNVEILING / MEET & GREET ARTISTS DINNER:**

The selected eight Artists are expected to attend the "Meet & Greet the Artists Dinner" on Saturday March 13th, 2027, at 6:30pm. The artist(s) will have the opportunity to officially unveil their mini mural. The dinner is at no cost to the artist(s). Artists are welcome to bring extra guests; this will be at ticketed cost and can be arranged through the committee.

## TERMS AND CONDITIONS:

- Those selected as finalists will be notified by Friday 27th November 2026
- Finalists will have until Friday 4th December 2026 to accept their invitation to participate in what will hereafter be termed the “Paint-off”.
- Finalists will be required to publicly paint a 2.1m high by 4.8m wide (Landscape format) mural on a board prepared by the Mural Festival Event Team. This will be done using the paint provided. (Resene)
- The paint can be rolled, sprayed or painted with a brush. A range of paint colours will be supplied. The use of any other method / mediums is to be lodged with the entry form and approved by the committee at the formal invitation to the finalists.
- Steps, water buckets and containers for mixing paints will be supplied by the Mural Festival Event Team. Finalists will need to bring their own brushes, rollers and sprays with them.
- A joint Mural painting is permitted (two artists maximum), however, the contribution of the parties to a Mural will be deemed equal and shared.
- Only those artists named on the entry form will be permitted to paint on the boards.
- Minor changes from the submitted miniature to the final Mural are allowed HOWEVER a reasonable resemblance to the submitted miniature must be achieved.
- The scaling up from miniature to Mural is at the discretion of the artist and the method used will not form part of the judging criteria.
- The finalists must bring their miniature to the Paint-off each day.
- All finalists will be required to be in Rochester from Saturday 13<sup>th</sup> March 2027 until Saturday 20<sup>th</sup> March 2027 and attend both the Official Unveiling Dinner on Saturday 13<sup>th</sup> March 2027 at 6:30 pm and the Artists’ Briefing at 7.45am on Sunday 14<sup>th</sup> March 2027.
- Finalists will be required to remain in Rochester Mural Park for a reasonable portion of each day (even if the Rochester Mural has been completed) to talk to the public, photo shoots and for any media requirements, as arranged by the Mural Festival Event Team.
- Images of the finalists’ miniatures and CVs may be used in the promotion of the Rochester Mural Festival program.
- The Mural Festival Event Team reserves the right to reproduce images, including digital images of any or all of the entries for sales, promotion or archival purposes, free of charge.
- Photographic, video and audio recordings may be made during the festival week for the purpose of media promotion. This includes print and social media.
- Accommodation will be provided free of charge at designated venues for finalist artists who do not live within the Campaspe Shire from Saturday 13<sup>th</sup> March check-in until Sunday 21<sup>st</sup> March 2027 check-out. If artists wish to stay at alternative venues, they do so entirely at their own expense. Partners and families of those who accompany finalists to Rochester are required to make their own accommodation arrangements. If two Artists as a team are selected and one lives in the Campaspe Shire, then the other Artist will not be provided with free accommodation.

- All Miniatures must be offered for sale and be retained for display during the Rochester Mural Festival week. All dealings in relation to sales must be through the Rochester Mural Festival Committee. A 20% commission will be retained by the Rochester Mural Festival.
- The completed Murals will remain on display in the Rochester Mural Park for twelve months. The committee/artists may sell their Murals during this time on the condition that they remain on display for the duration of 12 months. If a Mural is sold, a commission of 20% of the sale price will be retained by the Rochester Mural Festival Committee. All sales are to be transacted through the Festival Committee.
- A reserve price for mini murals is suggested between \$300 and \$2,000. For the large mural a price up to \$5,000 is suggested. Price is at the discretion of the artist.
- Murals unsold by the 13<sup>th</sup> March 2028 will become the property of the Rochester Mural Festival Committee.
- Rochester Mural Festival Committee will endeavour to safeguard murals during and after the Paint off but will not be responsible for any damage to entries at any time from any cause.
- A code of conduct applies to all participants in the Rochester Mural Festival.
- There will only be one winner. This is an acquisitive award.
- Submission of an entry into this competition automatically constitutes the artist's acceptance of all terms and conditions.

## **CODE OF CONDUCT:**

The Rochester Mural Festival has adopted the following Code of Conduct for all Artists and Volunteers.

- Act with integrity, honesty, and care at all times throughout the festival and its associated activities.
- Treat all individuals—fellow artists, volunteers, organisers, and the public—with respect, fairness, and kindness.
- Refrain from any behaviour that could be considered discriminatory, harassing, or intimidating.
- Uphold the spirit, reputation, and values of the Rochester Mural Festival, including collaboration, inclusivity, and creativity.
- Follow all local, state, and federal laws and regulations relevant to your involvement.
- Arrive for your scheduled duties or mural work in a fit and sober state; alcohol consumption is not permitted during working hours.
- Comply with reasonable directions from festival organisers, team leaders, or other appointed officials.
- Respect the festival space, equipment, and town facilities—leave areas tidy and safe.

## **DISPUTES PROCESS:**

Any complaints or concerns raised during the Rochester Mural Festival will be documented and brought to the attention of the Event Manager as a first step. The Event Manager will work to address and resolve the issue promptly.

## **ENTRY REQUIREMENTS – HOW TO ENTER:**

**Entries must be submitted so that they are received by Friday 13<sup>th</sup> November 2026.**

Entries can be sent by post, or electronically.

An application must comprise:

- An official entry form correctly completed and signed by each artist or artist team member.
- A brief Curriculum Vitae (CV) for each artist for promotional purposes.
- A Miniature (Mini Mural) based on the theme “Calm Before the Storm”, painted in landscape format, on board. The board must be exactly 420mm high and 960mm wide.
- Send a high quality colour digital image in jpg format of your mini mural. Only the Rochester Mural Miniature is to appear in the photograph. Please send crisp sharp images with true colour.
- An artist’s statement. An artist statement of between 25 and 40 words describing your depiction of the Rochester Mural theme.
- A digital photo of the artist/s.
- When lodging Mural Reserves (state clearly): Mini Mural Reserve: \$      Large Mural Reserve: \$
- An entry fee of AU\$50 (non-refundable) Rochester Mural Festival, EFT, see entry form for details.

**DO NOT DELIVER YOUR MINI MURAL WITH YOUR APPLICATION.**

**IF YOU ARE CHOSEN AS A FINALIST, YOU WILL NEED TO BRING YOUR MINI MURAL WITH YOU.**

The Rochester Mural Festival 2027 committee will reject any entry where this form has incomplete information and is not signed. If so, you will be informed of this prior to entries closing. This is a legal document.

### **Applications should be sent to:**

Kate Taylor – Artist Coordinator

Rochester Mural Festival

[kate68taylor@gmail.com](mailto:kate68taylor@gmail.com)

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## ROCHESTER MURAL FESTIVAL 2027 OFFICIAL ARTIST ENTRY FORM

### 'Calm Before the Storm'

**Title of Artwork:** \_\_\_\_\_

**Artist(s) Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Artist's**  
**Website/URL:** \_\_\_\_\_

**Mobile / Phone:** \_\_\_\_\_

#### CHECK LIST

- Completed Entry Form signed by Artist(s) or Artist team member.
- Brief Curriculum Vitae (CV) for each Artist & photograph.
- Artist Statement (25-40 words describing your depiction of the Rochester Mural Theme)
- Photograph (Hard Copy or High-Resolution Digital photo acceptable)
- Lodgment of Mural Reserves: Mini Mural Reserve \$ \_\_\_\_\_ & Large Mural Reserve \$ \_\_\_\_\_
- Entry Fee AU\$50 (non-refundable)

## DECLARATION

I declare that the artwork submitted is my original work and does not infringe upon the copyright, or other intellectual property rights of any other person.

I give permission to the Rochester Mural Festival the right to reproduce images, including digital images from my entry form, of both my miniature mural or my completed mural for promotional, merchandising or archival purposes, free of charge.

I have enclosed AU\$50 non-refundable entry fee (only one fee is required for joint artists).

Payment can be made via EFT to:

**Account Name:** Rochester Chamber of Commerce

**BSB:** 633-000

**ACC:** 232943365

**Reference:** Artist(s) Name.

I agree with the Rochester Mural Festival 2027 Code of Conduct and Disputes Process.

I have read and understood the requirements of the Entry and the Terms of Conditions. I agree to these terms and conditions by submitting my entry.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_