

Creative Spaces – Assembly Point

GUIDELINES 2025/26

Expression of Interest (EOI) Timeline

Applications open	Tuesday 30 September 2025, 3pm
Applications close	Tuesday 21 October 2025, 3pm
Assessment period	Late October 2025
Notification of outcome	Late October 2025
First licence commences	Monday 24 November 2025

The City of Melbourne respectfully acknowledges the Traditional Owners of the land we govern, the Wurundjeri Woi-wurrung and Bunurong Boon Wurrung peoples of the Eastern Kulin and pays respect to their Elders past, present and emerging. We acknowledge and honour the unbroken spiritual, cultural and political connection the Wurundjeri, Bunurong, Dja Dja Wurrung, Taungurung and Wadawurrung peoples of the Eastern Kulin have to this unique place for more than 2000 generations. We are committed to our reconciliation journey, because at its heart, reconciliation is about strengthening relationships between Aboriginal and non-Aboriginal peoples, for the benefit of all Victorians.

Introduction

Operating since 2008, Creative Spaces is a City of Melbourne program providing affordable work and exhibition space and soft infrastructure via the Creative Spaces website. Currently supporting hundreds of artists and creative organisations, the program has a strong reputation and is seen as a leader in creative space provision. It partners with government and the private sector to identify, secure, develop and manage space across the municipality for creative use.

Assembly Point is a public realm exhibition space, managed by Creative Spaces, and consists of five glass vitrines along the walkway separating Sturt and Moore Streets in Southbank.

For a virtual inspection of Assembly Point, you can view images of the space here:

<https://www.creativespaces.net.au/venue/assembly-point>

Suitability

Assembly Point provides a unique opportunity to exhibit visual arts including sculptural, two- and three-dimensional works, large scale, and small objects, such as jewellery, if displayed appropriately.

Contact Creative Spaces to discuss your vision if it includes sound or light practices, including the use of audio, amplified music or sound/light emitting practices such as projection art.

Applicants are advised to refer to the assessment criteria on page 5 of this document before submitting. All applications will be assessed individually on their merits by an assessment panel.

Licences

Each successful applicant will commence a 3-month licence. There are three slots available on the following dates (inclusive of bump-in and bump-out):

- Monday 24 November 2025 - Sunday 22 February 2026
- Wednesday 25 February 2026 - Sunday 24 May 2026
- Wednesday 27 May 2026 – Sunday 23 August 2026

This is an in-kind offering of a public realm space, provided at no cost to the licensee for the duration of the licence term.

Key licence inclusions and licensee information

- Applicants are advised to conduct an independent site visit prior to applying.
- Permitted use of Assembly Point is for creative industries use only.
- Licensees must comply with EPA (Environment Protection Authority) and local laws.
- All electrical items must be tested and tagged.
- The vitrines must not be damaged or altered.
- Licensees are required to return the vitrines back to their original condition at the end of the licence term.

- An induction will be conducted by the Creative Spaces Building Manager prior to bump-in.
- Licensees are required to obtain their own insurances.
- As a licensee in a Creative Spaces managed space, we ask that you take every opportunity to advocate for the program. Please adhere to our [logo guidelines](#) where possible.
- Licensees must contact Creative Spaces for approval before publishing or distributing any material containing the City of Melbourne and Creative Spaces logos.
- Restrictions on associated events, including openings, apply. Please contact the Creative Spaces Building Manager with any queries.
- The decals showing program acknowledgement, City of Melbourne and Creative Spaces logos, and iconographic flags displayed on vitrines 1 and 5 must not be removed.

Costs

Rental fees do not apply. This is an in-kind offering of a public realm exhibition space, provided at no charge to the licensee for the duration of the licence term.

Licensees are responsible for all costs and resources associated with creating, developing, installing, and moving work in or from the space.

Creative Spaces provides the following, one-off service, free of charge:

- Two printed decal blurbs/artist statements (maximum 180 words) installed on the end panes of the two vitrines closest to each street.
- White text decals for each vitrine containing artist name/s and title of work.
- Installation and removal of decals.

Creative Spaces creates decals using the content supplied by artists. All decals remain the property of Creative Spaces.

Additional decals as required are at the cost of the licensee.

Applying as a group

Creative Spaces supports expressions of interest from creative organisations, institutions, businesses and individuals working in partnership who may wish to share the space. In this instance, one application with all parties' details is to be submitted.

Support material

Artistic and other support material is a critical part of an application and reviewed as part of the assessment process. Applicants should consider quality of support material over quantity, only including material that is relevant and strengthens the proposal.

Examples of support material

- Completed vitrine plan.
- Curatorial proposal outline (if intending to changeover exhibitions during the term).
- 3-month timeline (schedule).
- Key artist CV summaries, portfolios, reviews, website and social media links.

- At least three images and descriptions of current, proposed, or past works.
- Peer/industry support letters (up to three consolidated into the one attachment).

Support material must be in a format compatible with the following software applications: Microsoft Office 2010, Adobe Acrobat Reader version 17, Adobe Flashplayer version 32, Microsoft Internet Explorer version 11, Microsoft Windows Media Player version 12.

Recommended file types are **jpg** for images and **pdf, doc or docx** for documents.

As part of the application process, we require you to submit an indicative vitrine plan of your proposed exhibition/s. This could be in the form of rough drawings, sketches, or a digital impression of your envisioned work.

[Download the vitrine plan here](#). We recommend either printing the vitrine plan to draw over it or saving it to overlay images within the vitrine outlines.

Sustainable practice

Applicants are encouraged to use resources wisely in the creation and delivery of their work. Successful applicants are expected to have a demonstrable commitment to sustainable practices.

Controversial content

Assembly Point is made up of five public facing glass display vitrines. Art works or products in the public realm must take into consideration the experience of a wide range of people, including adults and children, who may encounter the work without warning.

While patrons may choose to view explicit or controversial art works in theatres, galleries and other indoor spaces, creative practitioners must be sensitive to the experience of people who encounter the work unexpectedly in the public realm.

Successful applicants are required to notify Creative Spaces of any material forming part of their project that is or may be controversial, prior to making the work public, throughout the licence term. The City of Melbourne reserves the right to request the artist to remove content deemed to be controversial.

How to apply

- Conduct an independent site visit to view the space.
- Read the guidelines and application criteria thoroughly and preview the application form.
- Contact the Creative Spaces team with any queries on (03) 9658 9893 or via creativespaces@melbourne.vic.gov.au.
- Allow ample time to plan, gather support material and to draft your application (save as you go).
- Complete and submit an online application through SmartyGrants by the closing date. Late applications will not be accepted.

Assessment process

- Applications are assessed by a City of Melbourne panel.
- Unsuccessful applicants are eligible to reapply in future rounds.
- Applications are kept confidential, and the contents will not be disclosed to any person outside the application and assessment process.
- The City of Melbourne does not seek to correct errors in applications or supporting material. Applications are assessed as they have been submitted.
- The City of Melbourne reserves the right to request further information in considering any application, as well as the right to reject any application that is ineligible or does not meet the assessment criteria.
- All applicants will be notified of the result of their application via email.

Assessment criteria

Applicants will be assessed against the following:

1. Creative and contextual
• Boldness and experimentation. • Strong ideas, narratives, and stories. • Considered responses that suit the space.
2. Viability
• Achievable timeline. • Proposed installation and presentation method. • Relevant and appropriate support material provided. • If working in a collaboration, key participants are cited. • Evidence of appropriate cultural permissions, if required.

Conditions of use

- Licensees must ensure that all five glass vitrines are activated and in use, throughout the licence term.
- Vitrines must not remain empty, except for a provisional 1-2 days during changeover of artworks as required.

Interpreter and translation services

Our multilingual information telephone service provides access to [translators](#) and information in different languages.

Accessibility for applicants with disability

Applicants with disability are encouraged to contact staff to discuss any specific needs or additional support that may be required to complete and submit an application.

If you are deaf, hearing-impaired, or speech-impaired contact us via the National Relay Service on 133 677 (ask for 03 9658 9658).

Technical assistance

Refer to the [Help Guide](#) for SmartyGrants technical assistance. The [SmartyGrants](#) support desk is open 9am - 5pm Monday to Friday on 03 9320 6888 or by email service@smartygrants.com.au.

Disclaimer

Creative Spaces reserves the right to update and modify the content within this guideline at any time without prior notice. While we strive to provide accurate and up-to-date information, it is advised to regularly check for any updates or revisions to ensure you have the most current information.