

Geraldton Regional Art Advisory Committee

Meeting Agenda

Meeting Name	Geraldton Regional Art Advisory Committee (GRAAC)	Meeting No.	2 – D-22-024043
Meeting Date	Thursday 17 March 2022		
Meeting Time	10.00am-11.00am		
Meeting Location	Geraldton Regional Library, 37 Marine Terrace, Geraldton		
Attendees	Cr. Michael Reymond (MR) Cr. Steve Cooper (SC) (by electronic means) Cr. Kim (Butch) Parker (KP) Cr. Jennifer Critch (JC) Fiona Norling (FN) Roni Kerley (RK) Susan Smith (SS) Sari Jacobsen (SJ) Annalise Fosbery (AF) Mark Lennard (ML) Trudi Cornish (TC) Marina Baker (MB) Marnie Facchini (MF) Devi Avani (Minutes)	By Invitation	Rachael Vieraitis (CGG - Community and Public Art Officer)
		Apologies	Phil Melling (PM)
		Leave of Absence	
		Distribution	
Purpose of Committee	Refer to Committee Book		

All Committee Members, including external members, are subject to the same rules as a Council Meeting concerning confidentiality, public statements, conflicts of interest and behaviours of members, pursuant to the [Local Government \(Model Code of Conduct\) Regulations 2021](#).

The Presiding Member is to refer to the following Policy, Meeting Procedures and Regulations when chairing a meeting.

[Meeting Procedures Local Law 2011](#)

[Council Policy 4.4. Operation of Advisory Committees](#)

[Council Policy 4.2 Code of Conduct for Council Members, Committee Members and Candidates](#)

1. **Welcome & Apologies**
2. **Disclosure of Interests**
3. **Minutes of Previous Meeting**
4. **Action Log**
5. **Agenda Items**
 - 5.1 Appointment of Chair and Deputy

5.2 Review of Geraldton Regional Art Gallery Strategic Plan 2021-2022 (TC)

5.2.1 Future Mural Ideas - Wall of Faces Mural (MR)

5.2.2 Public art on the Foreshore Plaza, Durlacher Street (MR)

5.3 Update on GRAG Garden Development (TC)

5.4 GRAG Mural on Rear Wall – Trompe l’oeil (MR)

5.5 Future Public Art budget (MR)

5.6 Digital Online Access to Public Art Collection (MR)

5.7 Chapman Road Critter Trail Video (MF)

5.8 Mullewa Mural (MF)

5.9 Public Art on Bus Shelters (TC)

6. General Business

6.1 Report from Coordinator Gallery and Public Art (MB)

6.2 Report from Community and Public Art Officer (MF)

7. Date of next meeting

8. Close



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Geraldton Regional Art Advisory Committee Meeting

TABLED DOCUMENTS

- ITEM NO.1** **Extract from Committee Book – Nov 21 – Oct 23 – GRAAC**
- ITEM NO.3** **GRAMC Minutes – 16 December 2021**
- ITEM NO. 5.2** **Geraldton Regional Art Gallery Strategic Plan 2021-2012**
- ITEM NO: 5.2.1** **Wall of Faces Mural**
- ITEM NO: 5.5** **CGG Public Art Strategy 2020-2025**

17 March 2022

4.11 Geraldton Regional Art Advisory Committee

Click here to return to the [Quick Reference by Committee](#)

Purpose:

To provide advice to Council on the Geraldton Regional Art Gallery and City public art initiatives, aligning these with the community's desired cultural outcomes, as detailed in the Strategic Community Plan (2031) and the Greater Geraldton Public Art Strategy 2020-2025.

Committee Members

All members appointed by a Council Decision have full voting rights.

Council Members (four)

Cr Michael Reymond
 Cr Steve Cooper
 Cr Kim (Butch) Parker
 Cr Jennifer Critch

Appointments of Chair / Deputy Chair: To be appointed.

External Members (one)

One Representatives from the following groups/agencies (one):

Yamaji Art/Mara Arts Aboriginal Corporation

Community Representatives (four):

Ms Susan Smith
 Ms Sari Jacobsen
 Mr Mark Lennard
 Ms Annalise Fosbery

These appointments to apply until the expiration date of 21 October 2023 or as determined by Council

City of Greater Geraldton – Support Staff

Director Development and Community Services or delegate, including:
 Manager Libraries, Heritage and Gallery
 Coordinator Gallery and Public Art
 Community and Public Art Officer
 Administration Support Officer

Council Resolutions

Date:	23 November 2021
Item Number:	CEO0085
Date:	25 January 2022
Item Number:	CEO090
Date:	22 February 2022
Item Number:	DCS515

Terms of Office

Membership expires 21 October 2023 or as determined by Council

Terms of Reference

SET the Terms of Reference for the Geraldton Regional Art Advisory Committee to be:

- ee. The quorum of a committee meeting is in accordance with Section 5.19 of the Local Government Act 1995, at least 50% of the number of officers (whether vacant or not) of member of the Committee;
- ff. To appoint four Council Members to this Committee;
- gg. To appoint four community representatives to this Committee;
- hh. To appoint an Aboriginal Community group representative to this Committee;
- ii. To provide Council with support and guidance with the implementation of the Public Art Strategy (2020-25);
- jj. To support and promote the Geraldton Regional Art Gallery's purpose statement which is:

To deliver high quality, responsive and targeted collection management and arts programmes which grow and enhance City and regional cultural assets, enrich people's lives, provide economic opportunity, growth of local identity and encourage wellbeing and active participation in regional Western Australia.

Delegation

The Committee has no delegation.

Meeting details (if known)

Meetings are held quarterly.

Updated: 23 February 2022

Geraldton Regional Art Management Committee

Meeting Minutes

Meeting Name	Geraldton Regional Art Management Committee	Meeting No.	1 - D-22-001080
Meeting Date	Thursday 16 December 2021		
Meeting Time	10:00am		
Meeting Location	Geraldton Regional Library – Randolph Stow Meeting Rooms		
Attendees	Cr Steve Cooper (SC) Cr Kim Parker (KP) Trudi Cornish (TC) Marnie Facchini (MF) Shauni Norman (SN) (Minutes)	By Invitation	
		Apologies	Cr Michel Reymond (MR) Council Member Vacancy (V) Marina Baker (MB) Phil Melling (PM)
		Leave of Absence	
		Distribution	As listed.
Purpose of Committee	Refer to Committee Book		

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[Local Government \(Model Code of Conduct\) Regulations 2021](#).

1. Welcome & Apologies

TC opened the meeting and welcomed those present. Apologies from those unable to attend the meeting were accepted. Note – Quorum was not able to be achieved for this meeting. Membership of this Committee is four (4).

Noted that Peter Fiorenza has resigned from Council on 13 December 2021 and that the vacancy on the Committee has yet to be filled.

As this meeting did not meet a quorum, no decisions were made at this meeting. Therefore the following is only a record of the meeting.

Local Government Act 1995 - 5.19. Quorum for meetings

The quorum for a meeting of a council or committee is at least 50% of the number of offices (whether vacant or not) of member of the council or the committee.

1.1 Disclosure of Interests

No declarations made.

2. Appointment of Chair and Deputy

Noted item was postponed as the meeting did not meet quorum.

ACTION: To be added to next meeting agenda.

3. Review of Terms of Reference

Note Terms of Reference (ToR) were not accepted as the meeting did not meet quorum.

ACTION: To be added to next meeting agenda. Notes for draft ToR to be circulated by TC.

The following items were discussed:

Suggesting to change the title name from “management” to “advisory” Committee.

Item e) The mission statement requires updating to align with the Strategic Plan for 2021-2022.

Item d) Will need to include the wording to match the new endorsed Public Art Strategy.

Planning to seek five (5) community representatives and in addition to Yamaji Art representation.

4. Expression of Interest Community Representatives

TC requested that she start the process of advertising for Expressions of Interest (EOI) for Community Representatives. EOI's will close Thursday 13 January 2022. Following which EOI's will be sent to Councillors, along with a scoring matrix, for evaluation.

5. Public Art Update

5.1 Mullewa Arts Development (MAD) Yarn Bombing Request

The MAD Group are seeking approval for the Wild Flower Season in Mullewa of 2022 to undertake another “yarn bombing” display outside the Town Hall. This was very successful in 2021. Those present were happy with the request.

5.2 Repairs to Damaged Public Art

Repairs to the Ilgarijiri sculpture (Emu Eggs) has been worked on excessively by the Public Arts team, taking time to get in contact with the Artist for permission and instructions to undertake repairs. The Artist is in NSW and will post the tiles over, hopefully in January 2022. A local artist will then undertake the repairs.

TC has implemented a new Condition Monitoring process which aligns with the Public Art Strategy and will document and prioritise repairs on all public art works going forward.

An audit on the City's public art collection is currently being undertaken by the Public Art team.

6. Meeting Dates

Quarterly throughout the year = four (4) times, to be held at the Geraldton Regional Library.

Potential for Thursday's within the morning.

7. Date of Next Meeting

Potentially in February pending Community Representation being appointed. Calendar invitation to be circulated.

8. Close

There being no further business the meeting closed at 10:54am.



GERALDTON
REGIONAL ART GALLERY
STRATEGIC PLAN
2021-2022



City of
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a vibrant future



Elizabeth
Gmaek



Rose of the West II, Helen Clarke, 2008.

CONTENTS

THE CITY OF GREATER GERALDTON RESPECTFULLY ACKNOWLEDGES THE SOUTHERN YAMATJI PEOPLES WHO ARE THE TRADITIONAL OWNERS AND FIRST PEOPLE OF THIS LAND. THE NHANHAGARDI, WILUNYU, AMANGU. WE PAY RESPECTS TO THE ELDERS PAST, PRESENT AND FUTURE FOR THEY HOLD THE MEMORIES, THE TRADITIONS, THE CULTURE AND HOPES OF THE SOUTHERN YAMATJI PEOPLES.

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Cover image: *Road to Mullewa*, Elizabeth Durack, 1960.



Untitled, Doris Gingingara, 2015.

OVERVIEW

The Geraldton Regional Art Gallery (GRAG) is wholly owned and operated by the City of Greater Geraldton (CGG) and actively seeks financial and in-kind support from community and corporate partners, as well as operating revenue from retail sales.

The Gallery is placed within Libraries, Heritage and Gallery team, under the Development and Community Services Directorate and is staffed by 3 FTE staff members (Coordinator Gallery and Public Art, Gallery Coordinator, Community and Public Art Officer), with additional support from a small casual pool and an Arts Administration Trainee (12 month tenure). The Geraldton Visitor Centre is also co-located within the same building and reports to the Coordinator Gallery and Public Art.

The GRAG Strategic Plan 2021-22 presents goals for the 12-month period and the actions that will be taken to achieve them. Progress against the Goals established by this plan will be tracked through performance measure reporting.

PURPOSE

To deliver high quality, responsive and targeted collection management and arts programmes which grow and enhance City and regional cultural assets, enrich people's lives, provide economic opportunity, growth of local identity and encourage wellbeing and active participation in regional Western Australia.

STRATEGIC CONTEXT

The Strategy has been informed by the following documents:

GREATER GERALDTON 2031 STRATEGIC COMMUNITY PLAN

Underpinning the GRAG Strategic Plan are the following community aspirations contained in the Greater Geraldton 2031 Strategic Community Plan:

COMMUNITY - Our culture and heritage is recognised and celebrated. We are creative and resilient. We can all reach our full potential.

ECONOMY – A healthy and resilient economy that provides opportunities for all whilst protecting the environment and enhancing our social and cultural fabric.

OTHER INFORMING DOCUMENTS

- City of Greater Geraldton Corporate Business Plan 2021-2025
- Creative Community Plan
- Operational Policy OP017 Geraldton Regional Art Gallery Collection
- Operational Policy OP035 GRAG Exhibition Programming

KEY PUBLIC ART DOCUMENTS

- City of Greater Geraldton Public Art Strategy 2020-2025
- Public Art Register extract

*Wildflower Metagraphic, Post Office Lane,
Trevor Richards, 2019.*

PRINCIPLES

The principles underpin the City's art activities and management, providing guidance to ensure best practice is maintained.

INDUSTRY STANDARDS

Follow NAVA and ArtsLaw Guidelines for procuring exhibitions and contracting artists and ensure that all practices comply with City of Greater Geraldton procurement policies. Following industry best practice guidelines and utilising existing contracting templates will ensure City of Greater Geraldton remains an attractive exhibiting and commissioning body for artists.

COMMUNITY INVOLVEMENT

Providing ongoing opportunities for the community to engage with Gallery programming and public art commissions will position the collection as a community asset. The Geraldton Regional Art Management Committee (GRAMC) is a Council appointed Advisory Committee which consists of Councillors, community representatives and City officers. The GRAMC is guided by Terms of Reference and plays an essential role in facilitating community involvement.

LOCAL ARTISTS FIRST

The Gallery and Public Art Collection are excellent platforms for local artists to exhibit their works. The collection should represent a cross section of the regional creative community, whilst also representing national and international artists. For significant artworks, an open tender process for artworks allows for locals and artists from further afield to submit. Commissions relating to sensitive local stories may be suited to local artists only.

CULTURAL INCLUSIVITY

Home to diverse cultures and demographics, it is important that the collection is inclusive and accessible to all, telling stories and reflecting themes from the community.

ACCESSIBILITY

Accessibility of the collection through online platforms, physical plaques with artworks, and audio guides is considered to be best practice. As the City builds and refines its collection, ensuring sites are selected for public art which are physically accessible, and online platforms are created with consideration given to accessibility should be prioritised.



GOALS SUMMARY

GOAL 1

Facilitate meaningful and relevant arts engagement opportunities which increase engagement of the community with the City of Greater Geraldton Art Collection, exhibitions and programmes facilitated by the Geraldton Regional Art Gallery whilst strengthening and developing the regional galleries network.

GOAL 2

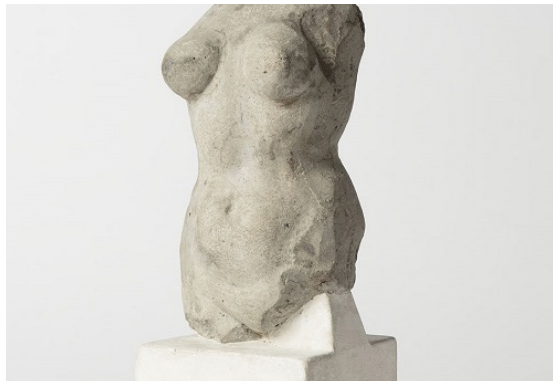
Contribute to the vibrancy of the City of Greater Geraldton and the quality of life in regional Western Australia, attracting visitation and economy to the Midwest region.

GOAL 3

Improve, protect and conserve the City of Greater Geraldton Art and Public Art Collections.

GOAL 1

Facilitate meaningful and relevant arts engagement opportunities which increase engagement of the community with the City of Greater Geraldton Art Collection, exhibitions and programmes facilitated by the Geraldton Regional Art Gallery whilst strengthening and developing the regional galleries network.



Nude Torso, Norman Lindsay, Date unknown.

KEY STRATEGIES

- 1.1 Deliver an Exhibition Schedule at the GRAG which sees the Gallery spaces fully utilised for 12 months of every year.
- 1.2 Continue to seek exciting, innovative exhibition and programming opportunities for the GRAG, including increased opportunities for showcasing Indigenous artists, multicultural groups and works which represent the diversity of the community.
- 1.3 Assist and mentor local artists and regional arts and creative organisations with the aim to exhibit locally curated exhibitions which are shown at the Gallery and other regional cultural venues.
- 1.4 Stimulate engagement with and understanding of the visual arts through events, workshops, learning opportunities and lectures.
- 1.5 Increase community access to and engagement with the City's Collection.
- 1.6 Engage with the West Australian School Curriculum to ensure programmes for youth are targeted and appropriate for students and teachers.
- 1.7 Coordinate the annual round of community art installations in the Post Office Lane Lightbox Gallery.
- 1.8 Coordinate the Geraldton Regional Art Management Committee meetings which are held three times per year.
- 1.9 Deliver the Mid West Art Prize on a biennial basis.

GOAL 1

Facilitate meaningful and relevant arts engagement opportunities which increase engagement of the community with the City of Greater Geraldton Art Collection, exhibitions and programs facilitated by the Geraldton Regional Art Gallery whilst strengthening and developing the regional galleries network.



Take all that belongs to you, Olga Cironis, 2015.

PERFORMANCE MEASURES

- FTE of existing staff
- Number of visitors to the Gallery
- Number of exhibitions held, whether they are curated locally or are travelling
- Days of opening hours to the public per year
- Number of programmes and type held per year
- Engagement statistics relating to Gallery social media and website platforms
- Client feedback records
- Annual local funding contribution provided through Local Government
- Annual direct contribution provided by State Government
- Annual cash and in-kind funding provided by business partnerships, private and charitable organisations

GOAL 2

Contribute to the vibrancy of the City of Greater Geraldton and the quality of life in regional Western Australia, attracting visitation and economy to the Midwest region.



Howl, Moira Court, 2011.

KEY STRATEGIES

- 2.1 Promote the Gallery as the region's principal arts institution and as a regional tourism product, promoting exhibitions and other opportunities for engagement to increase visitation.
- 2.2 Provide a level of visitor service which is welcoming, knowledgeable and consistent with a Gallery of premium standing, seeking and responding to visitor feedback.
- 2.4 Provide local artists with a shopfront to promote and market their creative works whilst continuing to improve the Gallery retail space.
- 2.5 Enable the creation of a Local Creatives Contact List.
- 2.6 Promote the Art Gallery as a venue for use and hire by outside organisations.
- 2.7 Implement the City's Public Art Strategy and coordinate public art opportunities and activities across the City including the Post Office Lane Lightbox Gallery.
- 2.8 Provide employment and volunteer opportunities for local creatives and other community members.
- 2.9 Engage a Certificate III Arts Administration Trainee for 2021/22 (a fully funded 12 month opportunity via Art on the Move).

GOAL 2

Contribute to the vibrancy of the City of Greater Geraldton and the quality of life in regional Western Australia, attracting visitation and economy to the Midwest region.



Study of ocean at dusk, Robert Cleworth, 2010.

PERFORMANCE MEASURES

- Visitor numbers and postcode data collection is undertaken to record the amount of visitation from both within the region, the State and other areas
- Engagement in public programmes, including those activities held in the adjacent GRAG Garden and as a part of the Chapman Road Revitalisation plan, are meaningful as indicated by feedback surveys
- Number of artists represented in the retail space and sales figures
- Stakeholder satisfaction with facilities and services
- Number of persons on the Local Creatives Contact List
- Usage numbers of the Gallery by outside organisations
- How many Public Art Activities have been held for the year and community feedback
- Examples of regional promotion of Gallery activities eg. Regional Arts News, Mid West Shire community newsletters, Social media, Promotion via Geraldton Visitor Information Centre and Tourism WA

GOAL 3

Improve, protect and conserve the City of Greater Geraldton Art and Public Art Collections.



The Mouth of the Irwin River, George Benson, 1956

KEY STRATEGIES

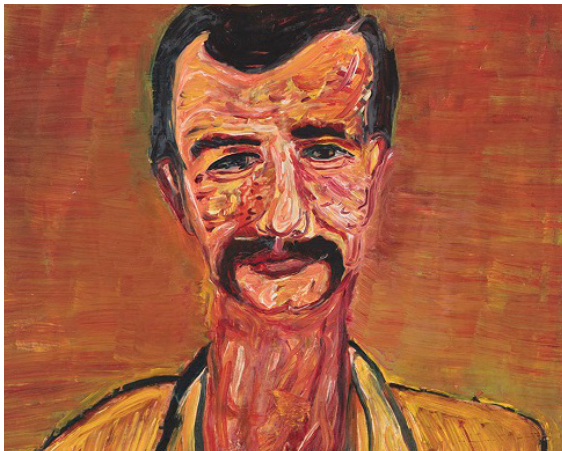
- 3.1 Where possible, acquire, by purchase, commission, gift and bequest, works of art of outstanding quality in line with the Operational Policy OP017 GRAG Collection Policy and the CGG Public Art Strategy.
- 3.2 Maintain an Asset Register for both collections.
- 3.3 Where possible, deaccession works that do not fit within OP017 GRAG Collection Policy and the CGG Public Art Strategy.
- 3.4 Seek out funding, grant and donation opportunities through the City's Everlasting Agreement process.
- 3.5 Seek out funding opportunities for public art via the building development process.
- 3.6 Provide appropriate storage, security and environmental conditions within the Geraldton Regional Art Gallery.
- 3.7 Provide appropriate financial and other resources to adequately conserve and repair works held in both the City and Public Art Collections.
- 3.8 Document and manage the collection, including the creation of digital records and online catalogue development utilising the Geraldton Regional Library - Portfolio database and the Collections WA platform delivered by the WA Museum and Australian Museums and Galleries Association.
- 3.9 Maintain relationships with key arts bodies such as the Art Gallery WA, Art on the Move, AMAGA etc. to keep abreast of training and professional development opportunities with regard to collection maintenance and Gallery operations.

GOAL 3

Improve, protect and conserve the City of Greater Geraldton Art and Public Art Collections.

PERFORMANCE MEASURES

- Value of acquisitions added to the City of Greater Geraldton Collection and Public Art Collections
- Value of funding, grant and donations received from external sources
- Funding provided by City of Greater Geraldton to Gallery operations
- Records are kept of building environmental controls, including temperature and humidity
- Number of collection items that have been condition reported upon and any subsequent repairs or deaccession processes applied
- Number of collection items digitised and added to online catalogues
- Number of training and professional development opportunities attended



Alex from Shay Gap, George Deurden, 1970.

EXHIBITIONS & PROGRAMMING 2021-2022

EVENT	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
<p>Exhibition - <i>The Lester Prize 2020 Finalists</i> The Lester Prize for Portraiture</p>	2 July - 6 August 2021	<p>In April 2019 the Black Swan Prize for Portraiture, one of the country's richest prizes for portraiture, was renamed The Lester Prize in honour of the award's leading patron, Richard Lester AM. The Lester Prize has grown into one of the most prestigious on Australia's visual arts calendar. The Exhibition at the Geraldton Regional Art Gallery (GRAG) invites patrons to participate in a People's Choice Award.</p>	<p>Exhibition Opening Night, Friday 2 July Artist Floor Talk, with Jill Ansell, Saturday 3 July (cancelled due to Perth COVID lockdown) School Holiday Programme - "Faces of Geraldton" Portraiture Workshop with local artist, William Upchurch. Tuesday 6 July, Wednesday 7 July, Tuesday 13 July, Wednesday 14 July. Ages 8 years + Jill Ansell Portait Art Workshop, Saturday 10 July The Lester Prize Executive Visit, Saturday 10 July</p>
<p>Exhibition - Post Office Laneway Lightbox Gallery</p>	Closes 8 July 2021	<p>Local artist, Cam Fitzgerald, exhibiting "Paper, Scissors, Rock" .</p>	
<p>Workshop - <i>Shibori/Indigo Workshops with Cathy Moon</i></p>	12 - 14 July 2021	<p>Hosted by the Community Group of Greenough at the historic Greenough Museum and Gardens.</p>	<p>Full-day Workshops held Monday 12 July, Tuesday 13 July, Wednesday 14 July</p>
<p>Film Evening - <i>Looby</i></p>	16 July 2021	<p>A documentary film on the life and art of Keith Looby to mark 100 years of the Archibald Prize. Held in the Theatrette, GRAG.</p>	<p>Film Evening, Friday 16 July</p>

EXHIBITIONS & PROGRAMMING 2021-2022

EVENT	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
Exhibition - <i>The Alternative Archive</i>	Closes 30 July 2021	Loan of works by Yamaji artists to John Curtin Gallery, Bentley. Showcasing regional works previously exhibited as micro exhibitions at 13 regional locations throughout Western Australia.	
Exhibition - Post Office Laneway Lightbox Gallery		Local artists, Steve Davidson and Chris Bolton, exhibiting	
Workshop - <i>Working with Wire</i> Tania Spencer	31 July - 1 August 2021	Delivered in partnership with the Museum of Geraldton and IOCT21. To be held at the Wedge, Museum of Geraldton.	Two workshops, Saturday 31 July and Sunday 1 August
Exhibition - <i>Playing the Man</i> Curated by Graham Miller. Touring via Art on the Move.	13 August - 19 September 2021	A Photographic Series by Perth-based Graham Miller depicting 1970's and 80's Australia through the prism of Australian Rules Football. Referencing bubble gum footy cards from the 1970's and 80's (and press images, including Rennie Ellis's iconic image of Robbie McGhie), Miller recreates himself as boyhood football heroes to explore issues of masculinity, identity and cultural difference.	Exhibition Opening Night, Friday 13 August Positive Masculinity Get Together, Friday 20 August, delivered by Man Up WA at GRAG.
Exhibition - <i>Now You See Me</i> Curated by local emerging curator, Ingrid Horn.	13 August - 19 September 2021	A timely survey of artworks by women artists in the CGG Art Collection. The exhibition reflects themes, stories and unique perspectives, offering insights into the progressive building of this significant public collection with the increasing number and range of artworks made by women and subsequently collected by the CGG.	Exhibition Opening Night, Friday 13 August Positive Women's Event, Yoga/Meditation Session, Saturday 21 August at GRAG

EXHIBITIONS & PROGRAMMING 2021-2022

EVENT	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
Exhibition - Post Office Laneway Lightbox Gallery	2 September - 29 October 2021	Display of works by Campbell Whyte, WA artist, cartoonist and author of books for young people. Campbell is also a guest author at the Big Sky Readers and Writers Festival, 30 September - 3 October 2021 held at the Geraldton Regional Library.	
School Holiday Activities	1 - 2 October 2021	Cartooning workshops for young people, with Campbell Whyte. To be held at the Rocks Laneway in partnership with the North Midlands Project.	Suitable for 8 years +. Friday 1 October and Saturday 2 October, 4 sessions in total
Exhibition - <i>Indian Ocean Craft Triennial IOTA21 - BLUE</i>	1 October - 12 November 2021	Developed in collaboration with Yamaji Art, the Midwest Multicultural Association and small crafting groups dotted throughout the Midwest, this curated exhibition energised by a lead artist Cecile Williams brings together the craft of our local community with an over-reaching theme. The exhibition is part of a coordinated network of community exhibitions across Perth and WA from Sept-Oct 2021.	Exhibition Opening Night, Friday 1 October Coincides with Big Sky Readers and Writers Festival 2021 – themed “Weave Your Magic” Cecile Williams - Artist Engagement workshops with IOTA21 contributing arts groups, 2 sessions, dates tbc
Exhibition - <i>The Past Stops Now</i> Peteris Clemitis Retrospective	1 October - 12 November 2021	Peter Ciemitis came to attention in 2007 and 2008, being one of the handful of WA artists to ever be shortlisted in the prestigious Archibald Prize. Although he has continued in portraiture since then, this exhibition includes a range of his paintings and drawings from 2008 and onwards, dealing with themes that the artist keeps coming back to.	Exhibition Opening Night, Friday 1 October Artist Floor Talk with Peteris Clemitis, Saturday 2 October Coincides with Big Sky Readers and Writers Festival 2021 – themed “Weave Your Magic”

EXHIBITIONS & PROGRAMMING 2021-2022

EVENT	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
<p>Exhibition - Public Art <i>The Creatures of Chapman</i></p>	September 2021	<p>Public art work installation along streetscape outside GRAG, alongside Chapman Road. To form a walk trail, "selfie" art and also including word sleuth activity which leads participants back to the GRAG.</p>	<p>Yamaji Art, Street Painting Development Workshop (tbc) Community Street Painting Day, 28 September Artist Engagement Information session, 12 August</p>
<p>Exhibition - <i>Mid West Art Prize 2021</i></p>	27 November 2021 - 30 January 2022	<p>The biennial prize is open to artists residing throughout Western Australia. In 2019, \$29,000 in prize money was awarded across a number of award categories. The 2019 Mid West Art Prize awards included:</p> <p>CGG Overall Award for Excellence \$20,000 Rio Tinto Midwest Aboriginal Art Award \$3,500 RED FM Youth Award \$3,500 Incite Security Midwest Artist Award \$1000 Local Member (MLA) Ian Blayney People's Choice Award \$1,500</p>	<p>Exhibition Opening and Presentation Night, Saturday 27 November Event to be held in GRAG/Chapman Road, coincides as streetscape activation event, Chapman Road Tactical Urbanisation Pilot Project.</p>
<p>Exhibition Post Office Laneway Lightbox Gallery</p>	December 2021	Exhibition by expression of interest call-out.	

EXHIBITIONS & PROGRAMMING 2021-2022

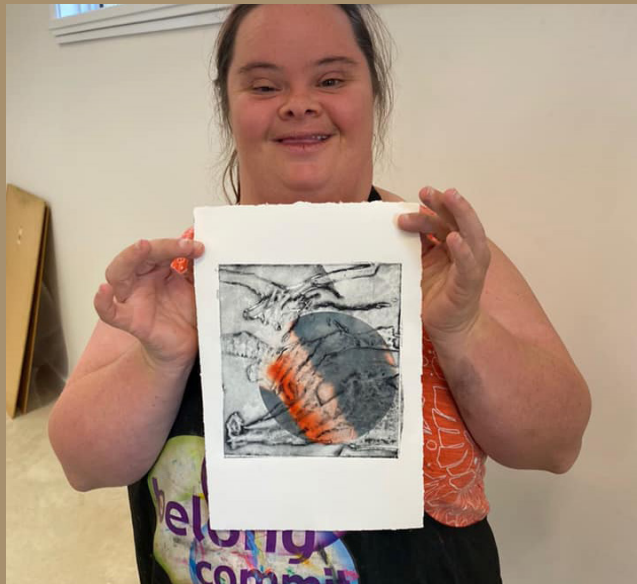
EVENT	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
Exhibition - <i>Genesis 2021</i> City of Greater Geraldton Secondary Students	20 November - 12 December 2021	Presented by the talented art students of six Geraldton secondary schools and the Mid West Homeschoolers group. Students share their best work in the forms of sculpture, painting, printmaking, illustration, and digital media. Due to the timing of the Mid West Art Prize, Genesis will be displayed in partnership with the Museum of Geraldton.	Exhibition Opening Night, 20 November 2021 Local schools tour groups x 4 sessions (dates tbc)
School Holiday Activities	January 2022	Details still to be determined.	Four sessions, dates (tbc)
Exhibition - Post Office Laneway Lightbox Gallery	February 2022	Exhibition by expression of interest callout.	
	9 February - 9 March 2022	Gallery closed for remedial works to be undertaken on damaged upper Gallery ceiling.	
Workshop - <i>Print Making</i>	February 2022	DADAA Access and Inclusivity Print Making Workshops, in collaboration with Geraldton Cultural Trust.	Two sessions, dates (tbc)

EXHIBITIONS & PROGRAMMING 2021-2022

EVENT	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
Exhibition - <i>Zac Bruce</i>	18 March - 24 April 2022 (tbc)	Film production, Gallery Theatre	Exhibition Opening Night, Friday 18 March
Exhibition - <i>Focus 2022</i> Geraldton Camera Club	18 March - 24 April 2022 (tbc)	Monthly themed competitions challenge the photographer, with ranking offered by an independent judge from the WA Photographic Judges Association. FOCUS 2022 exhibits a selection of photographs receiving Level 8-Gold Distinction, Level 7-Gold, Level 6-Silver or Level 5-Bronze.	Exhibition Opening Night, Friday 18 March Gallery Floor talk Tour Group - Mullewa Seniors (tbc)
School Holiday Activities	April 2022	Details still to be determined.	Four sessions, dates (tbc)
Exhibition - Post Office Laneway Lightbox Gallery	April 2022	Exhibition by expression of interest call-out.	
Exhibition - <i>Susan Ecker (tbc)</i>	(tbc)	A retrospective of works by prominent artist, Susan Ecker. Ecker's paintings and drawings have been exhibited widely and received well in the United States and Australia.	Exhibition Opening Night Artist Talk
Exhibition - <i>Art Collective WA for Artists</i>	(tbc)	Contemporary fibre works.	Exhibition Opening Night

EXHIBITIONS & PROGRAMMING 2021-2022

EVENT	DATES	DESCRIPTOR	ADDITIONAL ACTIVITIES
Public Art Opportunity	May-June 2022	Sculptures in garden adjacent to GRAG, large-scale mural on rear of building	Yamaji consultation with public art theming for Garden Space. EOI for artists for large-scale mural
Exhibition - Post Office Laneway Lightbox Gallery	June 2022	Exhibition by expression of interest call-out.	





APPENDIX I - HISTORY OF THE GALLERY & COLLECTION

The formal exhibition of art in Geraldton first began in October 1894 when the Geraldton Floral, Art and Industrial Exhibition was held at the Masonic Lodge. Mayor Charles Gray officially opened the proceedings, announcing,

“He regarded exhibitions of this character as among the most valuable educational factors of the day. They cultivated a taste for the beautiful and encouraged dexterity of the hand.”

(Geraldton Murchison Telegraph, 9 October 1894.)

Through the years, strong local support for the arts continued. The construction of the Geraldton Town Hall in 1907 provided townsfolk with a long-awaited civic venue from which they could hold concerts, dances, recitals and gatherings, including art exhibitions. One group to utilise the Town Hall was the Geraldton Arts and Crafts Society, who were particularly active during the 1930s.

In 1949, one of Western Australia’s greatest benefactors, Sir Claude Hotchin (1898-1977), donated 22 substantial works to the people of Geraldton. These works included an early painting by West Australian artist Robert Juniper, and other paintings by Kathleen O’Connor, and Allan William Baker, and landscapes by Hans Heysen and Harold Septimus Power. Hotchin expressed his hope at the time that his gift would be the basis of a district art centre to which he and others could make suitable additions. The following year, a large gathering at Birdwood House celebrated an exhibition of oil and water-colour and etchings by local artist, John Tribe. The call for the construction of an Art Gallery in Geraldton echoes from these proceedings, as recorded by the Geraldton Guardian (02/09/1950)

In 1960 the Town of Geraldton commissioned Elizabeth Durack (1915-2000) to produce a body of work of the Geraldton area, including Dongara, Northampton and out to Carnamah. This collection remains significant not just to Geraldton but also to the State.

Through the 1970s, the Council considered the future of the aging Town Hall. Public use had diminished and the building was now in need of major renovations. Meanwhile, local exhibitions took place at Geraldton Art Centre, opened in 1974 and housed in the former Seventh-Day Adventist Church, Shenton Street. The following year the Wheel of Arts was established by the Arts Council of Geraldton (Inc) at the old Fire Station Building on Durlacher Street.

In 1982 the Council held a poll to ascertain ratepayer views for the future of the old Town Hall. The results, coupled with community pressure from the group known as FROTH (Friends of the Town Hall) led to consideration of the site for the Geraldton and Districts Regional Library or for an Art Gallery combined with a Municipal Museum and Tourist Centre. Costs were approximated at \$750,000. The WA Government had at this time embarked on holding cabinet meetings in country areas and during this meeting in Geraldton, Premier Burke announced a Government contribution of 70% / 30% ratio towards an Art Gallery and Tourist Centre.

On Monday 6 August 1984 the Geraldton Art Gallery was officially opened by the Governor-General of Australia, the Rt. Hon. Sir Ninian Stephen. The high standard of facilities made the Gallery one of the first A class regional galleries in Australia. The opening exhibition was “The Land Beyond Time”, a collection of over 100 works by John Olsen. Since 1984, the GRAG has established itself as the region’s principal arts institution, serving arts and culture to the Midwest, housing the City of Greater Geraldton’s Art Collection, facilitating the biennial Mid West Art Prize, whilst presenting a diverse and stimulating exhibition programme from local, state, national and international sources.

In 2017, the management of the Geraldton Regional Art Gallery transitioned from the Art Gallery of Western Australia to the City of Greater Geraldton. Prepared by Trudi Cornish, 2021.

APPENDIX II - SWOT ANALYSIS

STRENGTHS:

Located in an iconic, State heritage listed building with a high level of community visibility; strong, existing local, regional and other partnerships; local government committed to provision of service delivery and maintenance of physical building; established permanent art collection; Biennial delivery of prestigious Mid West Art Prize; Geraldton Visitor Centre co-located within facility; Redevelopment of adjacent park and road area planned for 2021-22.

WEAKNESSES:

Lack of recurrent funding opportunities; Difficult to plan activities and exhibitions ahead when grant funding is only applied on an annual basis; Lack of Arts and Culture Council Policy, which could also encompass Public Art; Make sure access to the building and theatre is appropriate for all people, including those with a disability; CGG Art Collection was last valued in 2014.

OPPORTUNITIES:

Promote the Gallery as desired place of employment and one which also welcomes volunteers; Post- Covid funding and other grant opportunities; Increased visitation from regional travellers; Increased activity surrounding the Gallery building leading to the possible development of an arts precinct; Possibility of developing new revenue streams such as the sale of artworks; Greater interaction with the local tourism sector, locally and more broadly; Further development of the Gallery brand and identity; Increased visibility of City collection; Partnerships and leveraging existing events in community will continue to strengthen regional profile.

THREATS:

Maintaining resources which provide the capacity to deliver the artistic programmes and other Gallery outcomes; Ongoing wear and tear/damage to public art collection by the environment, vandalism; The need to develop long-term storage solutions for the art collection; Aging building infrastructure; Budget allocation to new acquisitions and conservation/repair of existing collection; Ongoing community engagement a priority to continue to increase traffic and enhance profile.



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Item 5.2.1 Wall of Faces Mural, Augusta





PUBLIC ART STRATEGY 2020-2025



City of
Greater Geraldton
a vibrant future





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THE CITY OF GREATER GERALDTON RESPECTFULLY ACKNOWLEDGES THE SOUTHERN YAMATJI PEOPLES WHO ARE THE TRADITIONAL OWNERS AND FIRST PEOPLE OF THIS LAND. THE NHANHAGARDI, WILUNYU, AMANGU. WE PAY RESPECTS TO THE ELDERS PAST, PRESENT AND FUTURE FOR THEY HOLD THE MEMORIES, THE TRADITIONS, THE CULTURE AND HOPES OF THE SOUTHERN YAMATJI PEOPLES.

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Cover image: *Protected Memories*, April Pine.



OVERVIEW

The City of Greater Geraldton (the 'City') is home to an extensive collection of artworks, ranging from functional and integrated artworks, to new iconic commissions.

The collection is supported by a public art program which over the years has included initiatives such as Art Drive and more recently the Post Office Lane Lightbox Gallery.

Until the development of the previous Public Art Strategy (2016 - 2020), the Public Art Collection and program has grown organically, with works and programs delivered in response to short term goals and needs.

With the opportunity to revisit the Public Art Strategy comes the potential to leverage and reposition the existing collection.

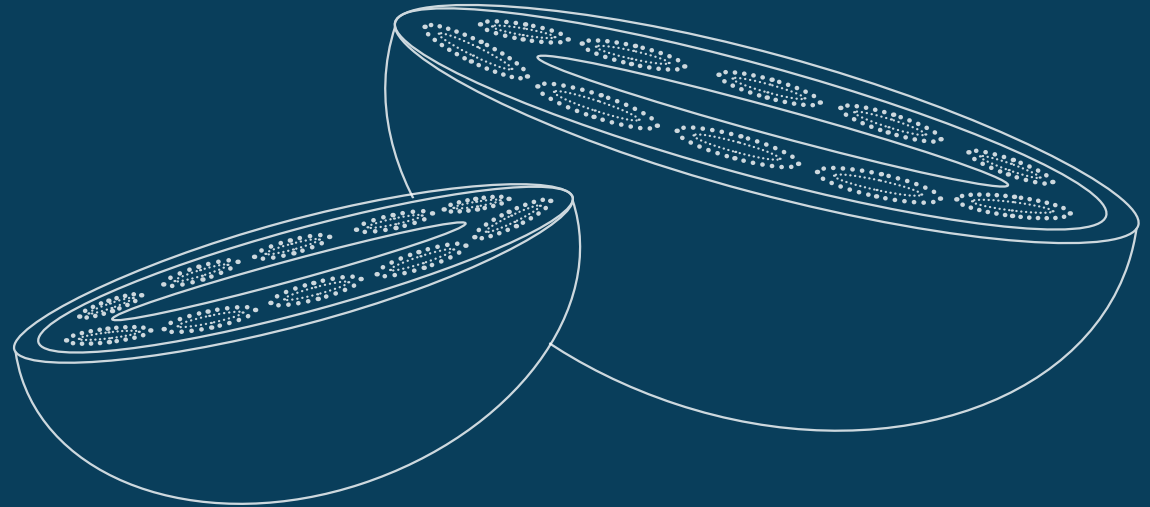
The new Strategy has been developed to take a long-term approach in order to consolidate, maintain and ultimately grow a cohesive collection of public art which acts as a visitor attraction and significant point of pride for locals.

In order to achieve this, a succinct and overarching vision is required, which will act as a guide for all future public art related activities to ensure consistency across the City over time. The vision is supported by practical actions which provide a road map for realising the City's goals.

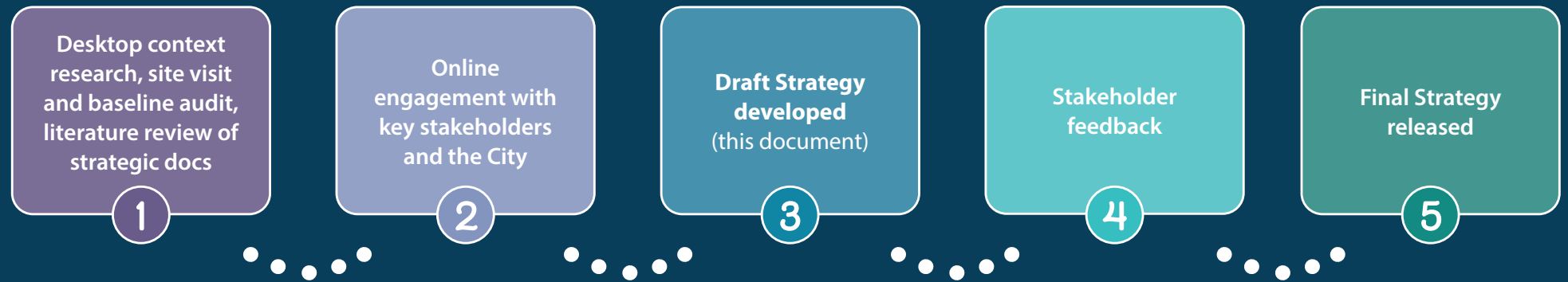
Horizon, Lucy Humphrey.

THE PURPOSE

- Guide the planning, development and implementation of public art programming across diverse neighbourhoods, regions and communities.
- Provide guidance for future artwork commissions and procurement to ensure the collection is reflective of local community and best practice standards.
- Provide a framework for the management of the collection.
- Detail the objectives and principles for public art.



METHODOLOGY



STRATEGIC CONTEXT

The Strategy has been informed by the following documents:

STRATEGIC GUIDING DOCUMENTS

Community Strategic Plan 2017 – 2027

The Public Art Strategy supports the Community Strategic Plan's Vision, Mission and Values. The need for the Strategy responds directly to the following major goals:

Community

1.1 Our Heritage and the Arts

1. Recording, recognising and preserving our social, environmental and built heritage
2. Recognising and preserving Aboriginal heritage, history, traditions, languages and culture
3. Facilitating engagement in the arts in all its forms
4. Fostering and facilitating community and cultural events
5. Providing public library services to meet the lifelong learning and leisure needs of the community

The City's public art also has the capacity to contribute to Greater Geraldton's economy through employment for artists and visitor attraction. The following goal has been considered in the development of the Strategy:

Economy

3.2 Lifestyle and Vibrancy

1. Continuing to promote the City as the destination of choice for regional events
2. Promoting events and unique tourism experiences that aid in attracting visitors and investment
3. Revitalising the CBD through economic, social and cultural vibrancy

INFORMING DOCUMENTS

- Growing Greater Geraldton: A Growth Plan
- Creative Community Plan
- Geraldton City Centre Revitalisation Plan (TPG), 2017
- Operational Policy OP017 Geraldton Regional Art Gallery Collection
- Council Policy CP010 Procurement of Goods and Services

KEY PUBLIC ART DOCUMENTS

- City of Greater Geraldton Public Art Strategy 2016 - 2020
- Public Art Register extract

CITY OF GREATER GERALDTON CONTEXT

PEOPLE

The City has a population of over 38,000 residents, encompassing the coastal city with the rural townships of Mullewa and Walkaway, and incorporating the large rural areas of the former Shires of Greenough and Mullewa. It is the 3rd most populous place in WA after Perth and Bunbury. With a median age of 38, marginally higher than the WA average, the City is home to a slightly older population, with people aged above 60 years making up 20% of the population.

The traditional landowners of the area are the Wajarri Yamatji people. Aboriginal and Torres Strait peoples make up 10% of the City's population, and play an important role in Geraldton's community and cultural life. Compared to the State, Geraldton has a low proportion of people born overseas, with English born residents making up the majority of the City's overseas born population, closely followed by New Zealanders, South Africans and Philipinos.

PLACE

Geraldton's central city precinct, with its' redesigned foreshore, is the key activity centre for retail and hospitality uses, providing distinct areas for community interaction and physical activity. Although the city centre is currently subject to shop vacancies, dynamic town centre initiatives over recent years have successfully brought life and vibrancy back into the city centre and foreshore area. Significant investment into Geraldton's Town Beach and foreshores have provided locals with opportunities to walk and cycle along the coast, with stop points to enjoy public art, significant views and a cup of coffee. Geraldton's Town Beach is home to some of Geraldton's most significant annual cultural events, including the Sunshine Festival, Harmony Festival and Wind on Water Fest.

Communities at Mullewa, Greenough and Walkaway play a vital role in the activation of the region, with arts and cultural groups, agricultural and wildflower shows, plus many other events, along with a strong connection and value of local heritage all contributing to the vibrancy of the City.

The City, with other parts of the Mid-West region, is brimming with both Indigenous and colonial history evident in landscapes, historic buildings, cultural records and traditions. Some of the most significant cultural and heritage precincts within Geraldton include the HMAS Sydney II Memorial, Geraldton Regional Art Gallery, Yamaji Art Centre, Queens Park Theatre, Point Moore Lighthouse, the Museum of Geraldton, Central Greenough, Greenough Museum & Gardens, St Francis Xavier Cathedral, the Church of our Lady of Mount Carmel, Walkaway Station Museum, Geraldton Cultural Trust, Geraldton Regional Library, Bluff Point Lighthouse Keepers Cottage and Birdwood House.

INDUSTRY

Business and employment opportunities within Geraldton are diverse, with local industries ranging from fishing to tourism, mining to agriculture, small business to government, and a comprehensive range of tertiary service industries. Due to its coastal and regional locality, the City's economy is driven by major industry investment and regional and international exports. Its field of diverse mining provinces (gold, lead, iron ore), its high value fish species, and surrounding broadacre intensive agriculture land including livestock, cropping and horticulture, make it one of WA's largest export terminals.

In terms of employment, the healthcare and social assistance sector is Geraldton's greatest field of employment followed by retail trade, education and construction.

In an attempt to improve Geraldton's tourism and commercial sectors, the focus for the future is to increase the market scale for food production, processing activities and marine services through the specialisation and clustering of niche food and cultural activities. The City also aims to enhance Geraldton's reputation as a desirable place to live, work, visit and invest through cohesive and integrated branding and marketing.

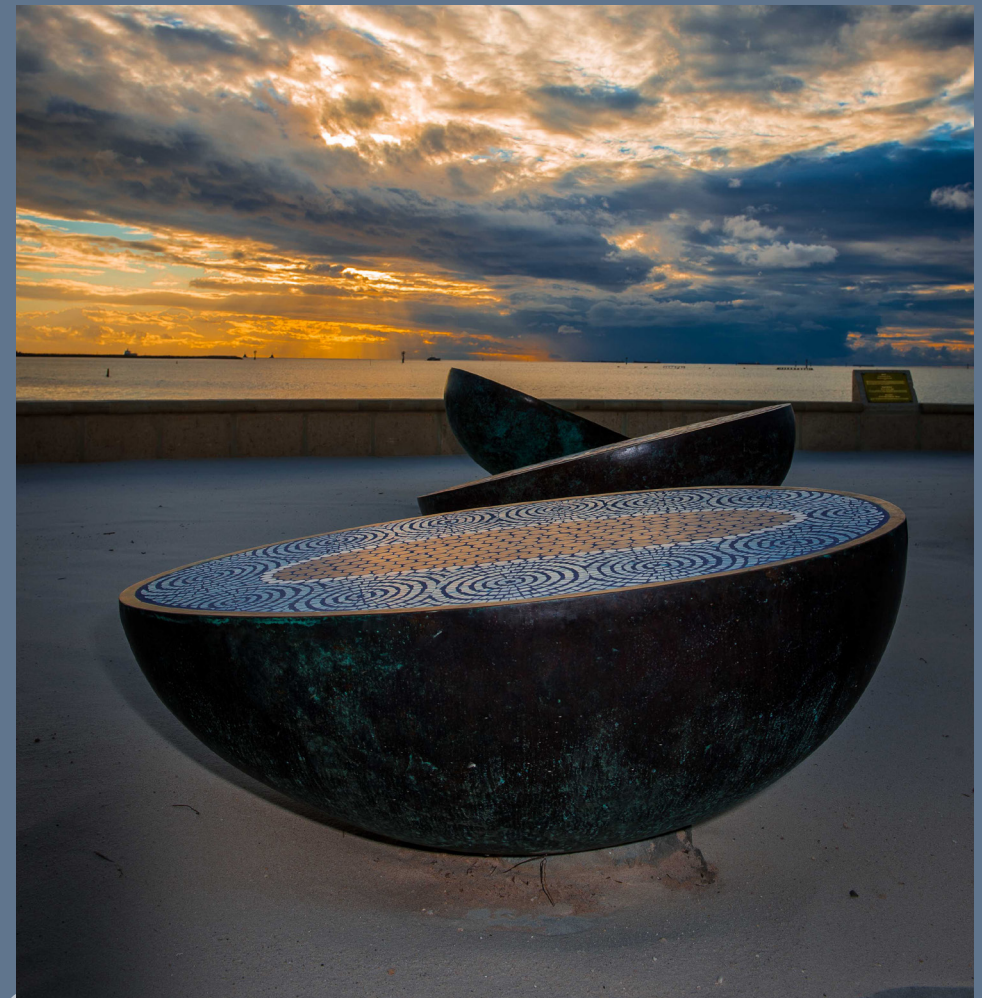
EXISTING COLLECTION AND PROGRAM

The current Public Art Collection provides important context for the Strategy. Whilst the quality and condition of the works in the collection vary widely, an initial high-level review of the collection demonstrates a commitment to the arts as integral to public amenity. With numerous works by local artists, the collection also provides an insight into the extent of the creative sector within the City of Greater Geraldton, and the depth and diversity of local stories to be told through art.

Key findings from the review of the collection, including the record keeping methods implemented to date, include the following:

- **Consolidation of the collection is required.**
A number of works are damaged or in need of immediate repair or removal, which points to the need for maintenance guidelines, decommissioning procedures and criteria
- **Record keeping is critical.**
Ensuring the right information is provided by artists at handover of artworks will ensure collection management and ongoing maintenance is streamlined and efficient.
- **Cohesion across the collection will come from procurement criteria.**
Theming, public art objectives and criteria will ensure new artworks are consistently of a high quality and can build towards artwork trails and themes.

The existing public art collection consists of the Post Office Lane Lightbox Gallery, along with a number of key statement public art pieces, which attract visitation and participation. However, there is the opportunity to develop these opportunities to act as launch pads for local artists looking to exhibit and undertake commissions further afield. Leveraging involves providing professional development opportunities to artists interested in applying. Ongoing support is needed following their involvement in the programs. As the success of initiatives grows, so too does the recognition of artists involved.



Ilgarijiri (Things Belongs To The Sky), Interpretation of Works by Margaret Whitehurst and Barbara Merritt.

ENGAGEMENT SUMMARY

In late 2019 an online survey was circulated by the City to a targeted list of stakeholders seeking feedback on the direction and current provision of Public Art within the Local Government Area. The data collected from the survey directly influenced the Strategy, in particular the Vision and Objectives. Findings from the surveying and stakeholder discussions include the following:

- The importance of local cultural stories, including indigenous, to the identity of Greater Geraldton.
- The potential for public art-related programming to contribute to activating town centres and surrounds.
- The ability for public art to enhance the amenity and aesthetics of the public realm.
- The importance of maintenance to the collection to preserve much loved community icons.

Through the survey, conflicting messages regarding support and dislike of various artworks highlighted the fact that there is no single type of public art which will appeal to all of the community. The role of public art is to reflect local stories, create recognisable landmarks, and challenge perceptions. For the City, a focus on best practice procurement processes and collection management is the most effective approach to ensuring consistency in quality and outcome.

The full survey findings report can be found attached as Appendix A.



Mural along Marine Terrace

VISION & STRATEGY FRAMEWORK

VISION

The Strategy is structured around a high-level vision, which sets a benchmark for the quality and character for the City's collection and program.

OBJECTIVES AND PRINCIPLES

The Vision is supported by Objectives and Principles which underpin all activity, to ensure consistency and quality, and maintain a best practice approach.

ACTIONS

The Actions provide the roadmap to realising the City's Vision. The Actions are divided into short term priorities for immediate implementation, medium and long term for the City to work towards.

THE VISION

The City of Greater Geraldton is home to a public art collection and program which is engaging for residents and visitors alike.

The collection is a point of pride, adding value to the public realm by articulating local stories and creating recognisable landmarks, representing consistent quality across the City's many communities.

OBJECTIVES

The Objectives detail how public art contributes to the Greater Geraldton community. These Objectives act as a guide to new commissions and programs, ensuring public art resources are leveraged to achieve value.

Bring community stories and themes to life

The City of Greater Geraldton is hugely diverse, in terms of landscape, community, history and culture. There are stories passed down through generations, traditions which endure from early days of settlements, and deep connections to land for Wajarri Yamatji people. Public art which tells these stories provides a tangible representation of identity and community values.

Enhance public realm and infrastructure

For the City of Greater Geraldton, the creation of cultural trails, functional art and artworks which improve infrastructure will add vibrancy and enrich public space. The ongoing value of enhancing the public realm through integrated and site-specific art is in engendering community pride and ownership of the public realm, and ultimately in visitor attraction.

Develop the local creative economy

The City of Greater Geraldton is home to an outstanding community of cultural practitioners and creatives of varying levels of experience. Accessing this network through artwork opportunities for locals and professional development programs will develop and nurture this sector, leading to a better-connected cultural sector and facilitate partnerships and opportunities.



PRINCIPLES

The principles underpin the City's public art activities and management, providing guidance to ensure best practice is maintained.

INDUSTRY STANDARDS

Follow NAVA and ArtsLaw Guidelines for procuring and contracting artists. Standard sub-consultant agreements are not appropriate for public art commissions and often leave artists with inappropriate liability and warranty commitments. Following industry best practice guidelines and utilising existing contracting templates, tailored to suit commissions will ensure City of Greater Geraldton remains an attractive commissioning body for artists.

COMMUNITY INVOLVEMENT

Providing ongoing opportunities for the community to engage with public art commissions and programming will engender support and position the collection as a community asset. The Geraldton Regional Art Management Committee (GRAMC) is a Council appointed Advisory Committee which consists of Councillors, community representatives and City officers. The GRAMC is guided by Terms of Reference and plays an essential role in facilitating community involvement.

LOCAL ARTISTS FIRST

The Public Art Collection is an excellent platform for local artists to exhibit their works. The collection should represent a cross section of the City of Greater Geraldton's creative community, whilst also representing national and international artists. For significant artworks, an open tender process for artworks allows for locals and artists from further afield to submit. Commissions relating to sensitive local stories may be suited to local artists only.

CULTURAL INCLUSIVITY

Home to diverse cultures and demographics, it is important that the collection is inclusive and accessible to all, telling stories and reflecting themes from the community.

ACCESSIBILITY

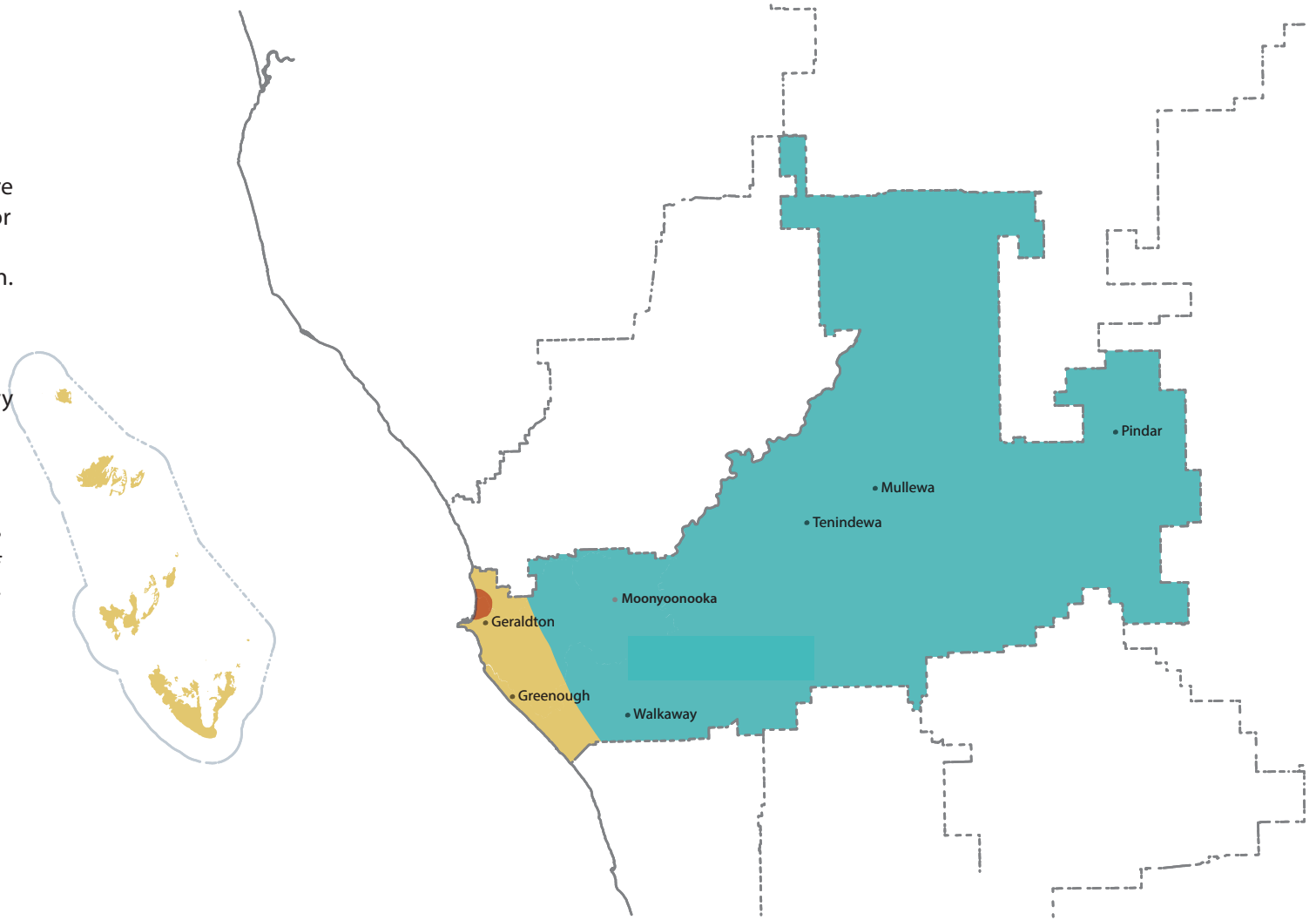
Accessibility of the collection through online platforms, physical plaques with artworks, and audio guides is considered to be best practice. As the City builds and refines its collection, ensuring sites are selected which are physically accessible, and online platforms are created with consideration given to accessibility should be prioritised.

CURATORIAL THEMES

Curatorial themes are to provide overarching direction for artists creating site specific works. Artists are encouraged to use these themes for inspiration and to instigate further research into the stories of the region. Further information on specific stories for Mullewa, Greenough, Walkaway and Geraldton can be found in the City Municipal Inventory of Heritage Places.

The City of Greater Geraldton is a place of distinct stories and narratives. Mapping these across the region reveals an interrelated web of themes, characters and connections; Indigenous, exploration, pastoral, agriculture, mining, and maritime.

These stories create connections between the main activity centres.



- Stories of the City
- The Threshold
- Hinterland

CURATORIAL THEMES

Theme		Key narratives and concepts to explore
<p>Stories of the City Family lines, traditions, customs, tales (Geraldton City centre)</p> 	<p><i>Geraldton is a place of ever-changing perceptions, contrasting against enduring memories and age-old tales.</i></p> <p><i>Welcoming to all cultures, the central city region is distinctive for its diversity. An enduring relationship with the Yamatji people connects Geraldton with customs that reach back thousands of years.</i></p> <p><i>The City is for coming together, sharing stories, discovering traditions, and making new memories, all set against the backdrop of port and maritime operations.</i></p>	<ul style="list-style-type: none"> • Indigenous significance • Early settlement • Minerals and mining • Port operations – exporting and connecting to the world • Isolation • Shipwrecks
<p>The threshold Edge, brink, border, horizon, changing seasons and conditions (coastal region, Greenough and Walkaway)</p> 	<p><i>The coastline from South Greenough to Drummond Cove is a landscape constantly evolving – shaped by the elements and human endeavour alike.</i></p> <p><i>This coastal region represents a sensorial experience – a tenuous border between land and sea – humming with the crash of waves and roar of wind.</i></p> <p><i>Simultaneously a place for first experiences of the country, it is the home of farewells and distant horizons.</i></p>	<ul style="list-style-type: none"> • Gold rush • Agriculture and pastoral land • Cultural conflicts • Shipwrecks • Senses • Seasons and elements
<p>Hinterland Heartland, core, connection to country, change and movement, exploration (Mullewa and inland regions)</p> 	<p><i>The inland region rewards exploration and curiosity. A vast patchwork of landscapes, punctuated by heritage towns and sites of cultural significance, the land is fertile ground for diverse life and lifestyles.</i></p> <p><i>The interior region is marked by those who have traversed the countryside, leaving behind them new routes, townsites and storylines.</i></p>	<ul style="list-style-type: none"> • New forms of transport and connection • Abundance – fertile ground, wildflowers • Discoveries and hidden treasures • Diverse and transient characters – Traditional Owners, Priests and missionaries, cameleers, farmers and station holders shepherds, prospectors, railway workers, tourists • The spirit of discovery

ACTION PLAN

The Action Plan details the priorities for the City for the next five years (2020 – 2025). The Actions will build and refine a Public Art Collection and program in line with best practice examples, reflective the City's vision.

These are categorised as follows:

Existing Collection Management

Procurement Management

Growing the Collection

Growing the Creative Community

The City will play a number of roles in the implementation of the Action Plan, from Leader to Advocate:

- **Leader (L):** City of Greater Geraldton-led actions
- **Leader / Facilitator (L,F):** City of Greater Geraldton in partnership or consultation with skilled professionals
- **Facilitator (F):** Actions are outsourced to skilled professionals
- **Advocate (A):** City of Greater Geraldton acts as champion and enforcing agency



ACTION PLAN	Short Term (2020-21)	Medium Term (2022-23)	Long Term (2023-25)
Existing collection management			
Collection review	<p>(L,F) Undertake a professional review of entire collection – determining works for immediate deaccessioning, works for repair, and required maintenance plans as needed. Works are to be decommissioned based on the following:</p> <ul style="list-style-type: none"> • Artworks is damaged beyond repair • Cost of repair is deemed to be disproportionate to value of artwork • Similar artworks by the same artist in a better condition exist in the collection • Works are no longer deemed appropriate for cultural reasons • Artworks are a public safety risk 	(L,F) Regular review of collection every 5 years	(L) Continue regular review of collection every 5 years
Deaccessioning	<p>(L,F) Immediately deaccession irreparable works as identified in collection review, following the below guidelines:</p> <ul style="list-style-type: none"> • Identify artwork • Contact artist (if contactable) and advise of potential removal. Artists are given the opportunity to take ownership of artwork following decommissioning • Carefully remove artwork and dispose of as per City's disposal policy. <p>If the work is high profile, engagement with community and key stakeholders is recommended. Records of the artwork to be update to show deaccessioning dates, and disposal method, to be kept for 5 years from deaccessioning date. The City is to reference Australian Copyright Law when decommissioning artworks.</p>	<p>(F) Develop Deaccession Guidelines based on public art strategy objectives and vision</p> <p>(L) Deaccession artworks as required, following regular collection review</p>	(L) Deaccession artworks as required, following regular collection review
Collection accessibility	<p>(F) Concurrent with collection review – document existing collection including photographs, artist details, artwork name, materials, location</p> <p>(L) Develop a template for didactic information plaques for all artworks, including ground, wall and standalone sign templates</p> <p>(L) Using template, design and install didactic information plaques for all existing artworks</p>	<p>(L,F) Develop physical Public Art Map (including themed trails, artwork imagery and information, promotion of local artists and arts businesses)</p> <p>(L) Distribute to tourist centres and local businesses</p>	(L,F) Develop online version of Public Art Map linked to City's website and local tourism websites. Map to include locations of works and themed trails, imagery, artist information, promotion of local artists and arts businesses

ROLE
 Leader (L)
 Leader / Facilitator (L,F)
 Facilitator (F)
 Advocate (A)

ACTION PLAN	Short Term (2020-21)	Medium Term (2022-23)	Long Term (2023-25)
Procurement Management			
Developer-led procurement	<p>(L,F) Develop and implement Percent for Public Arts and Culture Policy and associated Developer Guidelines</p> <p>(A) Developers responsible for commissioning artworks prior to Policy implementation are to follow the Procurement Methodology detailed in this Strategy (Page 18). The Coordinator Gallery and Public Art to be consulted to provide advice at the commencement of a project, approving the public art location and subsequent concept design</p>	<p>(A) Implement Policy and Guidelines, including feedback opportunities to City</p> <p>(L) Amend Guidelines and Policy based on feedback, where relevant</p>	(A) Implement Policy and Guidelines
City-led procurement	<p>(L) City-led commissioned artworks are to follow the Procurement Methodology detailed in this Strategy (page 18). The Geraldton Regional Art Management Committee is to be consulted to provide advice from identifying public art locations, and throughout the project, at key artwork development milestones</p> <p>(L) All commissions are to be advertised locally, utilising the City's creatives database (see 'Creative Sector Development') , and via the City's eQuotes platform, as per procurement policies.</p>	(L) Develop Public Art Masterplan (see 'Collection Footprint')	
Community / Artist-led commissions	(L) Community / artist-led commissioned artworks are to follow the Procurement Methodology detailed in this Strategy (page 18). The Geraldton Regional Art Management Committee is to be consulted to provide advice from identifying public art locations, and throughout the project, at key artwork development milestones.		

ROLE
 Leader (L)
 Leader / Facilitator (L,F)
 Facilitator (F)
 Advocate (A)

ACTION PLAN	Short Term (2020-21)	Medium Term (2022-23)	Long Term (2023-25)
Growing The Collection			
Collection footprint	(L) Prioritise procurement of artworks in satellite centres to broaden the spread of public art across the City of Greater Geraldton	(L,F) Develop Public Art Masterplan identifying locations across the City, including a priority list for implementation.	(L) Commence roll out Public Art Masterplan
Theming and narratives	(L) The mapping on page 11 has been completed via desktop research – highlighting theme and narrative overlays for key precincts and centres. These are to be used to inform site specific public art procurement, through integration of these in artists briefs	(L,F) Further develop themes and narratives through Public Art Masterplan process. Further community engagement to build on themes and narratives is to be undertaken	
Priority artworks	<p>(L) The following artworks have been identified as priority opportunities through both assessment of the current collection and stakeholder engagement.</p> <p>These have been prioritised based on impact and scope.</p> <ul style="list-style-type: none"> • Foreshore artwork trail – building on the existing collection of works along the foreshore, additional sites to be identified to formalise this trail. • An artwork of Aboriginal significance to recognise a key site or narrative. <p>Stakeholder engagement identified artworks by local Aboriginal artists as a significant gap in the collection. Identification of an appropriate site and artist, through engagement with local groups, is an opportunity to create a unique and destination- worthy artwork reflecting this cultural collection.</p>	<p>(L,F) Large scale iconic artworks as entry statements to Geraldton and other town sites. Site specific artworks which reflect community values and identity will mark entry points, acting as significant recognisable landmarks which can be used to orient visitors and can also be used to create iconic photo moments.</p> <p>Artworks co-created with community were also identified by stakeholder engagement as a gap in the collection. Co- created artworks can be problematic in terms of quality; however, a considered brief and experienced artist has the ability to guide this process to ensure a quality outcome. A co- created artwork is an excellent opportunity to engage with the community to determine location and theming.</p>	(L) Continue procuring works in line with Public Art Masterplan and priority list

ROLE
 Leader (L)
 Leader / Facilitator (L,F)
 Facilitator (F)
 Advocate (A)

ACTION PLAN	Short Term (2020-21)	Medium Term (2022-23)	Long Term (2023-25)
Growing the creative community			
Public art programs	(L) Review the City's existing public art programs. Prepare a recommendation for continuation, improvement or cancellation of programs. Both programs will benefit from the City-led professional development programming, as detailed below.	(L) Implement Lightbox Gallery in line with recommendations. (L,F) Draft and delivery community survey measuring success and interaction with public art programs, including opportunities for improvement. (L) Formulate strategy for improving programs.	(L) Implement programs with improvements.
Creative sector development	(L) In liaison with the Geraldton Regional Art Management Committee, develop an annual program of professional development opportunities. This should include: <ul style="list-style-type: none"> • Masterclasses (portfolio development, website and online presence, responding to EOIs/tenders, photographing your artworks) • Artist talks information sheets and resources lists on key topics developed and provided to artists (L) Develop a creative community database, utilising existing networks and events to build list of contacts. Database should be sent EOIs and opportunities for all local commissions, ensuring the City's eQuotes platform is utilized in line with procurement policies. (L) New commission contracts to include requirement for all non- local artists to present an artist talk or workshops to the community as well as a talk or workshop solely for local creatives	(L,F) Roll out professional development program (L) Formulate strategy for improving programs following surveying (as above)	(L) Implement programs with improvements

ROLE
Leader (L)
Leader / Facilitator (L,F)
Facilitator (F)
Advocate (A)

PROCUREMENT METHODOLOGY

COMMISSION TYPES

CITY-LED ARTWORKS

Artworks opportunities may be identified by various City teams, associated with new projects or as standalone artworks.

Projects to be driven by Coordinator Gallery and Public Art.

- Consult Geraldton Regional Art Management Committee to provide comment and to formulate site specific artwork selection criteria.
- Develop artist brief including objectives, principles, scope of works, budget, location, selection criteria, key dates
- Determine procurement scope (EOI / tender or competitive shortlist)
- Determine selection panel for artwork

DEVELOPER ARTWORKS

Artworks opportunities identified by developers on private land.

- Projects to be driven by Coordinator Gallery and Public Art. Consult Geraldton Regional Art Management Committee to provide comment on opportunity scope and to formulate site specific artwork selection criteria
- Developer to draft artist brief including objectives, principles, scope of works, budget, location, selection criteria, key dates, procurement methodology
- Consult Geraldton Regional Art Management Committee to provide feedback on brief and preferred artists

COMMUNITY / ARTIST - LED ARTWORKS

The City of Greater Geraldton's artistic community may also instigate projects. For permanent artist led projects, the City assessment criteria still apply, as the work will form part of the City's collection.

The Geraldton Regional Art Management Committee is to be consulted to provide feedback on location, brief and preferred artists/artwork concepts. Following initial assessment, the Design Development, Construction Documentation, Fabrication and Installation steps detailed above are to be followed.

For works which are temporary in nature, assessment on a case by case basis is appropriate.

Written approval is required to proceed with all community / artist-led artwork commissions, including information on roles and responsibilities, ongoing care and maintenance, insurances, siting, fabrication and installation methodologies.

COMMISSIONS MANAGEMENT

PROCUREMENT

- Release brief via tender portal and to creative database
- Receive EOIs, assess and shortlist artists. Alternatively, brief is sent direct to selected artists, as shortlisted by City
- Receive concept designs from artists (this is a paid process, in line with NAVA Guidelines)
- Selection panel assesses concept design against criteria and selects a preferred artwork
- Geraldton Regional Art Management Committee is provided with concept designs and preferred selection, for comment and review. Final approval by the Executive Management Team for all works on City owned land.
- Artist is contracted to the City or developer or Community Agency/Group to complete the artwork. Contract to include detail on payment milestones

DESIGN DEVELOPMENT

- Feedback from Geraldton Regional Art Management Committee and selection panel is consolidated and provided to artist
- Artist is given additional briefing notes, and the opportunity for a site visit if possible
- Artist develops design and submits to the City
- Design development is reviewed and provided to Geraldton Regional Art Management Committee for comment and review
- Design development package is provided to City's planning team to determine requirement for Development Application and Building Permit

CONSTRUCTION DOCUMENTATION

- Following approval of Design Development, artist produces full construction documentation package including installation methodology, engineering certification (if required), all material specifications, safety and risk assessment.
- Artist submits Construction documentation package to City for review and application for DA undertaken if required

FABRICATION AND INSTALLATION

- Artist fabricates artwork, including key check in points with City to ensure artwork remains in line with initial concept design, unless where approved
- Artist installs artworks
- City inspects and approves final installed artwork.
- Artist provides handover package including all information required for didactic plaque and City database records, including Maintenance Manual
- Didactic plaques are installed

PUBLIC ART ASSESSMENT CRITERIA

Artistic merit

- Displays conceptual rigour in line with artist's existing practice
- The artwork is original and responds to the brief and curatorial theme
- The artist is a professional practicing artist or a talented emerging artist with a promising career trajectory

Sense of place

- The artwork celebrates the cultural identity and heritage of the City of Greater Geraldton
- The artwork addresses sense of place through materials, form and conceptual approach

Project understanding

- Site considerations are clearly considered
- The artwork contributes to the public realm through added vibrancy and amenity
- Aesthetics and materials are appropriate to the context

Methodology and budget

- A detailed and realistic budget is proposed, evidenced through relevant quotes and previous projects
- Fabrication and installation methodologies are sound and appropriate to site and artwork

Collection

- The artwork is original and unique
- A high quality of finish is displayed
- The existing collection benefits from the addition of the artwork





City of
Greater Geraldton
a vibrant future



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