

Geraldton Regional Art Management Committee

Meeting Minutes

Meeting Name	Geraldton Regional Art Management Committee (GRAMC)	Meeting No.	D-20-068192
Meeting Date	Wednesday 17 June 2020		
Meeting Time	4:00pm – 5:00pm		
Meeting Location	Phone Conference/Randolph Stow Rooms, Geraldton Regional Library		
Attendees	Cr. Tarleah Thomas (TT) Chair Cr. Jennifer Critch (JC) Cr. Steve Douglas (SD) Deputy Chair Cr. Sally Elphick (SE) Phil Melling (PM) Trudi Cornish (TC) Marina Baker (MB) Roni Jones (RJ) Michael Reymond (MR) Marianne Penberthy (MP) Jaye Allan (JA) Sari Jacobsen (SJ) Susan Smith (SS) Shauni Norman (Minutes)	By Invitation	Erin O'Connor (EO)
		Apologies	
		Distribution	As Listed

1. Welcome and Apologies

The Chair welcomed the members with no apologies noted.

Noted by Committee: SJ and MR had joined the meeting on time but due to technical error with Skype they had been on hold and were not late to the meeting.
JC left meeting at 4.58pm

2. Previous Minutes

Committee Recommendation:
MOVED: SS and SECONDED: SE

SJ noted a typo in the previous minutes but due to technical issues, was not able to share this with the meeting. Provided later by phone call. Error was in Item 4.1 RECOMMEND that the Terms of Reference for the Geraldton Regional Art ~~Gallery~~ Management Committee with the amendment from TC as noted be formally endorsed and taken to Council.

RECOMMEND that the minutes and action log of the Geraldton Regional Art Management Committee held on 09 March 2020 as previously circulated, be adopted as a true and correct record of proceedings.

CARRIED

3. Agenda Items

3.1 GRAMS Park – Public Art Opportunity (EO)

The Parks Level of Service master plan assessed over 57 parks with two receiving a concept plan, one of those being the park at the Geraldton Regional Aboriginal Medical Service (GRAMS) Reserve.

GRAMS is a district park and requires certain facilities. Lotterywest has funded the entirety of concept plan for upgrades to lighting, basketball half court and artistic elements. Funding of \$85,000 has been allocated towards the Art and installation with a time frame of November 2021 for completion. The Artist brief will be very specific and will be provided to Committee once complete with all feedback and questions to be directed to EO.

3.2 Art Gallery / Geraldton Visitor Centre Co-location (TC)

Noted by the Committee the motion from Council to combine the Art Gallery and the Visitor Centre.

The City has established a working group with the expected reopening of the Gallery in late August.

Upgrades required to parking, toilet facilities, way finding and the Gallery reception area, including the installation of a glass door partition between the reception and gallery floor to assist with climate control. Two officers from the Visitor Centre will be joining the Gallery staff. The naming of the facility remains the Geraldton Regional Art Gallery. Works undertaken will be under the guidance of the City's Heritage Advisor.

3.3 Public Art Strategy Update (TC)

Draft Public Art Strategy circulated in tabled documents. Feedback for the Consultant (Element Advisory Pty) to be provided to TC by COB Thursday 25 June who will then contact those members directly to discuss further.

3.4 Gallery Exhibition Programme 2020-21 (MB)

Highlights from Report

First planned opening on 21 August of two exhibitions, *Void* and *Preppers*. All touring companies had frozen all exhibitions during COVID-19 but have continued to work with Art on the Move in preparation for Gallery reopening.

The Midwest Art Prize has been moved forward in 2021 from February into the second half of 2021 after June.

Climate control at the Gallery was recently upgraded and being able to provide condition reports touring companies is an important part of the exhibition booking process. gives the artist the confidence to tour their art work for exhibitions.

How Did I Get Here has been "stranded" in the Gallery during the close down and has had a virtual tour of the exhibition created. This exhibition features a selection of works from both the AGWA and the CGG Art Collection. Funding from Art on the Move was secured by the City to produce a film documenting the collection. This video will be showcased via AGWA and City social media during late June.

See attachment report (draft Exhibition Programme 2020-21) for further information.

3.5 Art Drive 2020 (TC)

EOI closed in March 2020 and despite additional marketing, with only two proposals received (both in Geraldton) and also the limited success when the program was attempted

in 2019, Art Drive will not go ahead in 2020 and will require a new action plan on how to move forward.

3.6 State Funding Agreement, 2021 and Beyond (TC)

In order to progress with the next four years of funding, TC has made phone, email and letter contact with the Department of Local Government, Sport and Cultural Industries, the last response advising the Department will get in contact with the City after the 30th June when EOFY is complete.

3.7 Collaboration with Yamaji Art - Acquisitions and heritage Interpretation –Greenough Pioneer Cemetery (TC/MB)

For the past 4 years, the City's Heritage Services team has been carrying out restorations at the Greenough Pioneer Cemetery. This included the development of a Work Plan in which it was identified that there was a need for acknowledgement of the Yamaji People who were buried near the Greenough Pioneer Cemetery. The City collaborated with Yamaji Art to commission art works for use on new and revised Cemetery signage and the result was a beautiful piece by Nicole Dickerson named *Resting on the Greenough*.

RJ on behalf of Yamaji Art expressed her thanks for approaching and working with them and the importance to keep that in the forefront of visitor's minds. The City has since acquired *Resting on the Greenough* for the City Collection.

4. General Business

4.1 Future development of art programming - local content and liaison with local groups, mediums, regional involvement (JA)

JA commented that the draft Public Art Strategy mentions the City but being a "Regional Art Gallery" asked why there isn't any mention of other local shires within the report
ACTION: TC to find out if that information is to be included.

4.2 Process/progress of the review of the Gallery Master Plan (MR)

Suggestion for listing the review in consideration for next year's budget.

ACTION: TC to list for consideration the review of the Art Gallery Masterplan in the 2021/2022 budget.

4.3 Review of the outcome of the Mural project at the Metro service station (MR)

The mural was a part of the development application approval, it was identified that the large tilt up concrete wall presented an opportunity for a mural rather than a blank wall that could be the target of vandalism. The developer has been very proactive and worked with the City and a local artist selected, it will be an interactive artwork depicting local scenes?? The artwork is understood to have come in under budget.

Suggestion for going back to developer to use remainder of allocated funds (if any) on another art project within the City.

ACTION: TC to contact the developer to see if there are remanent funds and if so, will they consider using the funds on another art project.

4.4 Review of current and future budget for the Arts (MR)

Request that the committee have a role in putting forward next year's budget. The Committee was advised that it is an "Advisory Committee" and budgets are not part of their

role, officers however, as part of their operational responsibilities put forward a draft budget for Councillors consideration. Committee members may make suggestions on particular aspects within the terms of reference of the committee that can then be evaluated as part of the overall program.

ACTION: TC/PM to provide further information on the proposed 2020/2021 budget once considered and approved by Council. It is noted that it is a very tight budget due to the current economic environment.

4.5 Mural on the rear of the Art Gallery (facing the Post Office) (MR)

TC advised that this continues to be a consideration for the future enhancement of the external walls of the Gallery.

4.6 NAIDOC Week Schools Collaborative Mural project – Maitland Park (TC)

Noted request from Nagle and Geraldton Senior College for a mural to be created by students during NAIDOC Week 2020 on the concrete water tanks in Maitland Park. This project has been supported by EMT. RJ noted the Schools had also called into Yamaji Art, to get assistance in design works and be involved.

4.7 GRAG Coordinator

Position descriptions are currently being reworked, due to the colocation of the Visitor Centre with the Gallery.

5. Date of Next Meeting

The next meeting is scheduled for 08 September 2020, venue and time to be advised.

6. Close

There being no further business the meeting closed at 5:06pm

Signed: (Chair – Cr Tarleah Thomas)

Date



City of
Greater Geraldton
a vibrant future



Geraldton Regional Art Management Committee Meeting

Date of Meeting: 17 June 2020

TABLED DOCUMENTS



PO Box 101 Geraldton WA 6531
Geraldton Civic Centre T 08 9956 6600 F 08 9956 6674
Mullewa Office T 08 9961 1007 F 08 9961 1206
E council@cgg.wa.gov.au W www.cgg.wa.gov.au
ABN 55 907 677 173

Geraldton Regional Art Management Committee - Action Log (D-20-041585)

Log #	Meeting Date	Agenda Item #	Action	Resp. Person	Status (Ongoing / Complete / Next Agenda)
GRAMC-01	9/03/2020	4.8 Regional Galleries Improvement Grant	Check on status and provide update at next meeting	TC	Ongoing - TC advised by funding body (Art on the Move) that this funding had been postponed during COVID crisis. Talks re this funding to begin again in July.
GRAMC-02	9/03/2020	5.3 Yamaji Art	Enquire if Yamaji Art would like to host a future GRAMC meeting	TC	Ongoing - Email request sent 9/6 to Yamaji Art re the possibility of hosting a future GRAMC Meeting.
GRAMC-03	9/03/2020	5.4 Points for Discussion	Email points for response to the Chair for City Officers to assist in providing responses	JA	Completed - Added to Agenda for 17/06/20.
GRAMC-04	9/03/2020	6. Proposed dates for 2020	Update current meetings throughout the year	SN	Ongoing

Geraldton Regional Art Management Committee

Meeting Minutes

Meeting Name	Geraldton Regional Art Management Committee (GRAMC)	Meeting No.	D-20-030534
Meeting Date	Monday, 9 March 2020		
Meeting Time	4:00pm – 5:00pm		
Meeting Location	Randolph Stow Meeting Rooms, Geraldton Regional Library, 37 Marine Terrace, Geraldton		
Attendees	Cr. Tarleah Thomas (TT) – Phone in Cr. Jennifer Critch (JC) Cr. Sally Elphick (SE) Cr. Steve Douglas (SD) Phil Melling (PM) Trudi Cornish (TC) Paula Fletcher (PF) Michael Reymond (MR) Marianne Penberthy (MP) Jaye Allan (JA) Sari Jacobsen (SJ) Susan Smith (SS) Shauni Norman (Minutes)	By Invitation	
		Apologies	Roni Jones (RJ)
		Distribution	As listed

1. Welcome and Apologies

PM welcomed the members and apologies were noted from RJ.
All members introduced themselves to the Committee.

2. Appointment of Chair

Call for nominations of Chair and Deputy Chair to Committee.

SE has nominated TT to be Chair

MOVED: JC, SECONDED: SS

RECOMMEND that TT be elected Chair of the Geraldton Regional Art Management Committee

JC nominated SD for Deputy Chair

MOVED: SE SECONDED: SJ

RECOMMEND that SD be elected Deputy Chair of the Geraldton Regional Art Management Committee.

CARRIED BY CONSENSUS

Noting the Deputy Chair chaired the meeting from this point at request of the Chair.

2.1 Operation of Committee / Code of Conduct (PM)

Deputy Chair noted this is an advisory Committee of Council and all decisions are only recommendations that go to Council for further decision.

Furthermore only elected Committee members have voting rights.

Noted all enquiries from members are to first go to the Chair to keep the process formalised, the Chair will then relay the information to the correct Officer for response.

3. Previous Minutes

The Committee noted the previous minutes from the last Committee which had dissolved in late 2019.

CARRIED BY CONSENSUS

4. Agenda Items

4.1 GRAMC Terms of Reference (TC)

All committee members have reviewed the Terms of Reference.

TC suggested to add in the appointment of the Aboriginal Community Group nominated representative to the Committee after point b.

RECOMMEND that the Terms of Reference for the Geraldton Regional Art Gallery Committee with the amendment from TC as noted be formally endorsed and taken to Council.

MOVED: SS, SECOND: SJ

CARRIED BY CONSENSUS

4.2 Coordinator Gallery and Public Art Report (PF)

See attached document for further information.

Highlights from Report:

Gallery attendance is slightly down from last year, noting that the biennial Midwest Art Prize was held this time last year and this traditionally contributes to higher statistics. Reduced staffing has also impacted on the coordination and promotion of gallery activities.

Current Exhibitions:

Freighting Ideas: *How Did I Get Here?*

Geraldton Camera Club: *Focus 2020*

Lynda Howitt: *Soulcircle*

Upcoming Exhibitions

Sine Macpherson: *The Wind and the Ocean*

Jo Darvall, Bethwyn Porter & Martin King: *Sea Sings, Black Sand and Wings Realm*

4.3 Public Art Report

Currently reviewing the Public Art Strategy for renewal, initial consultation has been completed and will be holding meetings with stakeholders and the Committee.

SS noted the previous art strategy did not have specific actions and the review allows for improvement.

Art Drive is undergoing Expressions of Interest (EOI), the driving route will be broken up into two trips that can be done on two weekends.

TC noted the theme is based around upcycling/recycling and those previous works that are still in reasonable condition with permission of the artist can be included on the map.

After the selection panel as accepted the Artists and proposed works the City will provide the areas on where the works be put on display.

The Water Corp project “Splash of Colour” which uses their buildings and infrastructure for artists to paint murals on have entered into a partnership agreement with the City to paint the Wandina Pump Station. EOI’s for the main artist have closed. An EOI form will be advertised to attract and select a local artist to be mentored by the main Splash of Colour mural Artist.

4.4 Digitisation of City Art Collection – Demonstration (TC)

The project started once the GRAG and Library had merged together and saw an opportunity to combine the City Collection into the online Library catalogue of archives with low resolution images.

Suggestion once the catalogue is complete to have an iPad or on a screen slideshow at the Gallery.

4.5 Public Art Strategy (PF)

Discussed in point 4.3.

4.6 Art Drive 2020 (PF)

Discussed in point 4.3.

4.7 Gallery Recruitment (TC)

The vacant position of Coordinator Gallery and Public Art advertisement was extended and now in the shortlisting phase, PF has been acting in the role and will be until April once recruitment is complete.

4.8 Regional Galleries Improvement Grant (TC)

An invitation from the Department of Local Government, Sport and Cultural Industries was received to apply for a \$25,000 grant for technical upgrades.

As part of the submission TC had requested upgrading the acoustics in the building and having sound dampening installed along with other equipment and improvements to the building.

ACTION TC to check on status and provide update at next meeting.

4.9 State Funding Agreement, 2021 and beyond (TC)

The current funding agreement will end on 30th June 2021.

Noted the Bunbury Regional Art Gallery had their funding renewed in 2019 for a further three years but with the changes in Parliament and upcoming elections it creates a degree of uncertainty. TC is currently making initial enquiries as to how begin early discussions around a grant renewal. Requirement for \$170,000 per annum over three years.

5. General Business

5.1 Judging of Rocks Laneway Gallery EOI’s

TC asked if any members might like to be involved on the judging panel.

JC, SJ, SS and MP have all nominated to take part. PF to contact them closer to the date with the information.

5.2 April Pine

Noted the April Pine signage is complete and set for installation.

PF to confirm if the lighting has also been installed. (NB: Lighting is installed at the foot of April Pine sculpture).

5.3 Yamaji Art

SE suggested for an informal report that Yamaji Art could provide on what's happening in their Gallery

ACTION TC to enquire if Yamaji Art are happy to hold a future meeting at their Gallery on Marine Terrace.

5.4 Points for Discussion – (JA)

Request for more involvement of Regional Artist and art work from Dongara, Northampton, Port Gregory, Mullewa and Kalbarri.

Connect with other community groups in area of alternative forms of art such as visual arts, dance and theatre groups.

Suggestion for putting the Regional and Local art on tour as an exhibition in other Galleries.

ACTION: JA to email points for response to the Chair for City officers to assist in providing responses.

Suggestion for some of these points to be taken into consideration of the new draft of the public art strategy.

6. Proposed Dates for 2020

Suggestion to hold meetings on every second Tuesday of the Month.

CARRIED BY CONSENSUS

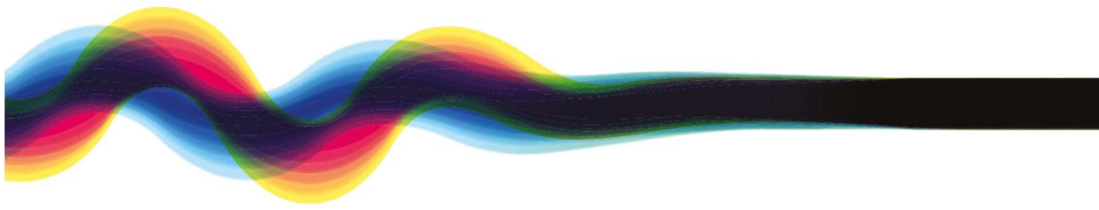
ACTION: SN to update current meetings throughout the year.

7. Close

There being no further business the meeting closed at 5:09pm

Signed (Chair – Cr. Tarleah Thomas

Date



NOT YET SUBMITTED FOR GRAPHIC DESIGN

City of Greater Geraldton
Draft Public Art Strategy

19-409
June 2020

Overview

The City of Greater Geraldton (CoGG) is home to a Public Art Collection of over (insert number) works, 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 succinct actions which provide a road map for realising the City's goals.

Purpose of the Public Art Strategy	
•	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 for public art.
•	Define priority actions and tasks.

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

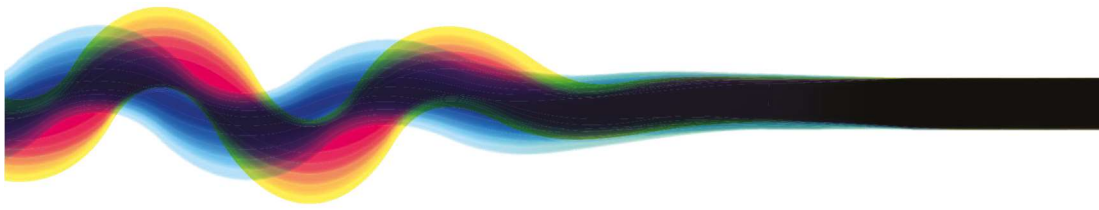
1. Recording, recognising and preserving our social, environmental and built heritage
2. Recognising and preserving Aboriginal heritage, history, traditions, languages and culture
3. Facilitating engagement in the arts in all its forms
4. Fostering and facilitating community and cultural events
5. Providing 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

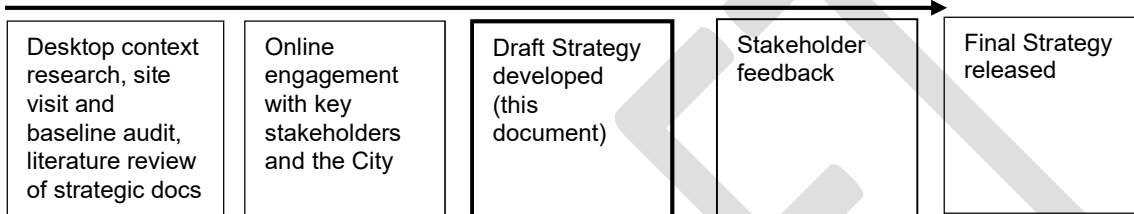
Informing documents

- 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

Methodology



City of Greater Geraldton context

People

The CGG 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 Yamat(j)i 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 Walkway 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 CoGG.

The CoGG, 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 Hamlet and Museum, St Francis Xavier Cathedral and the Church of our Lady of Mount Carmel at Mullewa, the Cultural Trust, Walkaway Station Museum, Geraldton Cultural Trust, Geraldton Regional Library 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.

The 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 program consists of the Post Office Lane Lightbox Gallery project and Art Drive. Both programs attract local visitation and participation, however there is the opportunity to develop the programs to act as launch pads for local artists looking to exhibit and undertake commissions further afield. Leveraging the programs involves providing professional development opportunities to artists interested in applying. Ongoing support is needed following their involvement in the programs. As the success of these initiatives grows, so too does the recognition of artists involved with them.

Engagement summary high level

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.

THE STRATEGY

How to read

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.

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

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. Implemented effectively, these actions will transform the City's collection and program into an asset of community pride.

The Vision

The City of Greater Geraldton's is home to a Public Art Collection and program which is engaging for residents and visitors alike. Representing consistent quality across the City's many communities, it is a point of pride adding value to the public realm by articulating local stories and creating recognisable landmarks.

Objectives for Public Art

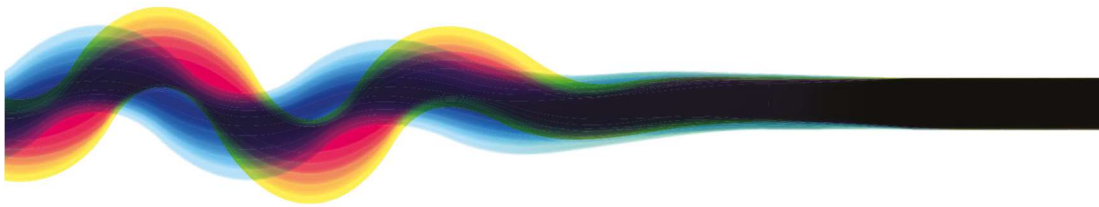
The Objectives detail how public art contributes to the Greater Geraldton community. These Objectives act as a guide to new commissions and programs, ensuring public art resources are leveraged to achieve value.

- **Bring to life community stories and themes**
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 Yamat(ji) 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 standard contracting and procurement**
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 engendered support and position the collection as a community asset. Different commissions require different levels of engagement; however, it is recommended that each commission is supplemented by programming to allow for the public to connect with artists and their works.
- **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.



Key actions/priorities

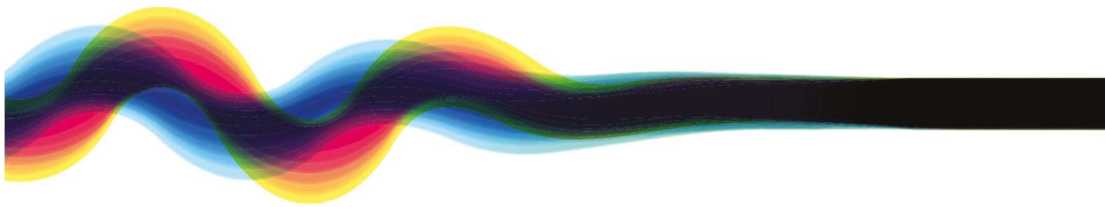
The Action Plan details the priorities for the City for the next five years (2020 – 2025). The Actions will build and refine a Public Art Collection and program in line with best practice examples, reflective the City’s vision.

Role:

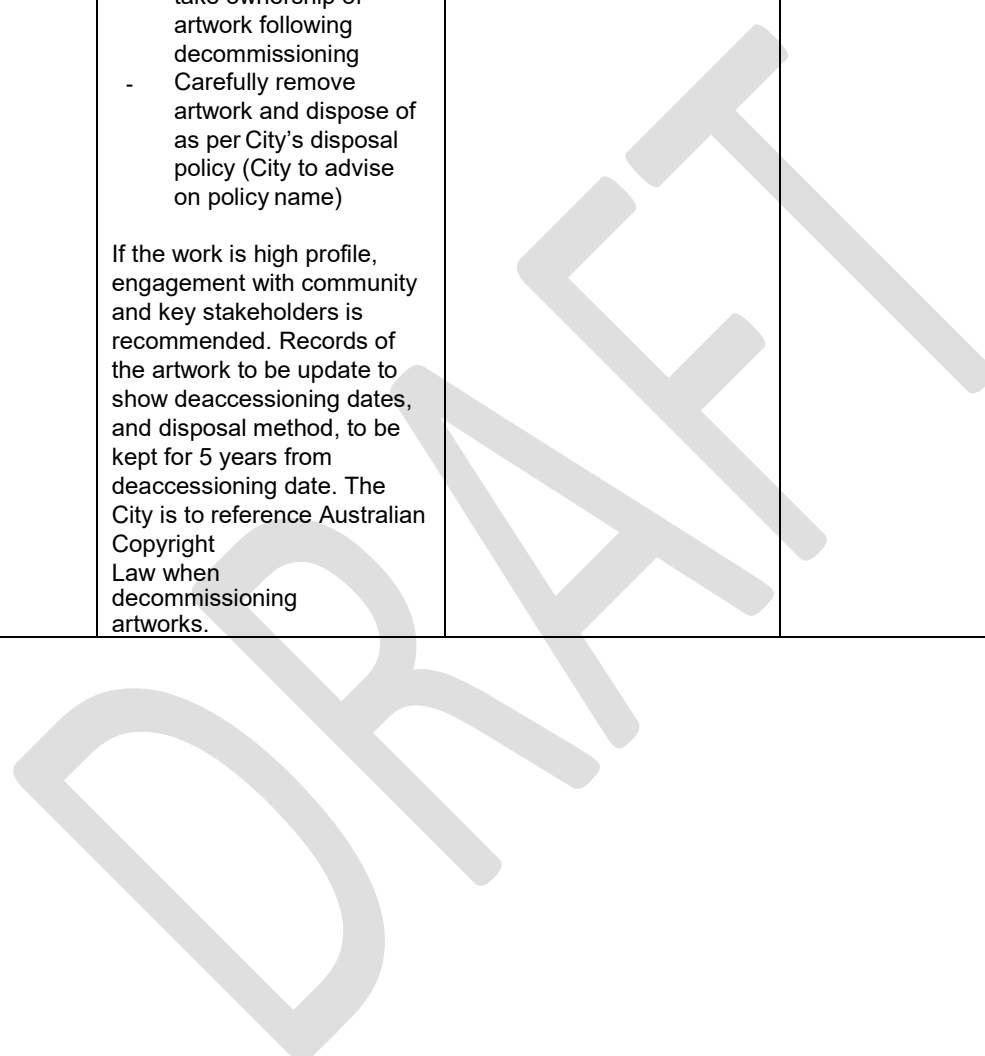
- **Leader (L):** City of Greater Geraldton-led actions
- **Leader / Facilitator (L,F):** City of Geraldton in partnership or consultation with skilled professionals
- **Facilitator (F):** Actions are outsourced to skilled professionals
- **Advocate (A):** City of Greater Geraldton acts as champion and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

Action Plan

	Short term (2020-21)	Medium term (2022-23)	Long term (2023-25)
Existing collection management			
Collection review	(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: <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



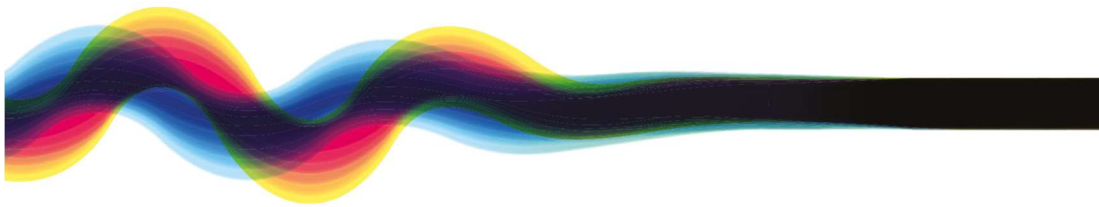
<p>Deaccessioning</p>	<p>(L,F) Immediately deaccession irreparable works as identified in collection review, following the below guidelines:</p> <ul style="list-style-type: none"> - Identify artwork - Contact artist (if contactable) and advise of potential removal. Artists are given the opportunity to take ownership of artwork following decommissioning - Carefully remove artwork and dispose of as per City's disposal policy (City to advise on policy name) <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>	<p>(L) Deaccession artworks as required, following regular collection review</p>
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<p>Maintenance</p>	<p>(L,A) All new artworks to include a detailed Maintenance Plan in handover package. Maintenance Plan to include:</p> <ul style="list-style-type: none"> - Schedule of recommended maintenance and care - Specification sheets for all materials used in the artwork - Specification sheets for all materials to be used for ongoing care and maintenance - Contact details for artist and key sub consultants <p>(L) Undertake required maintenance to artworks identified in collection review</p>	<p>(L,F) Develop Annual Maintenance Plan for collection, to be updated with information for new works as required</p> <p>(L) Continue to undertake required maintenance to artworks identified in collection review</p>	<p>(L) Undertake annual maintenance as per Annual Maintenance Plan</p> <p>(L) Update Annual Maintenance Plan with new artwork information as required</p>
<p>Collection accessibility</p>	<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>	<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</p>
<p>Procurement management</p>			
<p>Developer-led procurement</p>	<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 11). The public art panel is 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>	<p>(A) Implement Policy and Guidelines</p>

City-led procurement	<p>(L) City-led commissioned artworks are to follow the Procurement Methodology detailed in this Strategy (page 11). 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 CoGG's eQuotes platform, as per procurement policies.</p>	<p>(L) Develop Public Art Masterplan (see 'Collection Footprint')</p>	
Community / Artist-led commissions	<p>(L) Community / artist-led commissioned artworks are to follow the Procurement Methodology detailed in this Strategy (page 11). 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>		
Public Art Panel	<p>(L) Continue utilising the Geraldton Regional Art Management Committee to review and provide comment on public art commissions.</p>	<p>(L,F) Develop a charter for the Geraldton Regional Art Management Committee, including processes around recruiting new members and length of tenure</p>	<p>(L) Undertake recruitment process to ensure community representation on Geraldton Regional Art Management Committee</p>
Growing the collection			
Collection footprint	<p>(L) Prioritise procurement of artworks in satellite centres to broaden the spread of public art across the City of Greater Geraldton</p>	<p>(L,F) Develop Public Art Masterplan identifying locations across the City, including a priority list for implementation.</p>	<p>(L) Commence roll out Public Art Masterplan</p>
Theming and narratives	<p>(L) The below mapping 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</p>	<p>(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</p>	

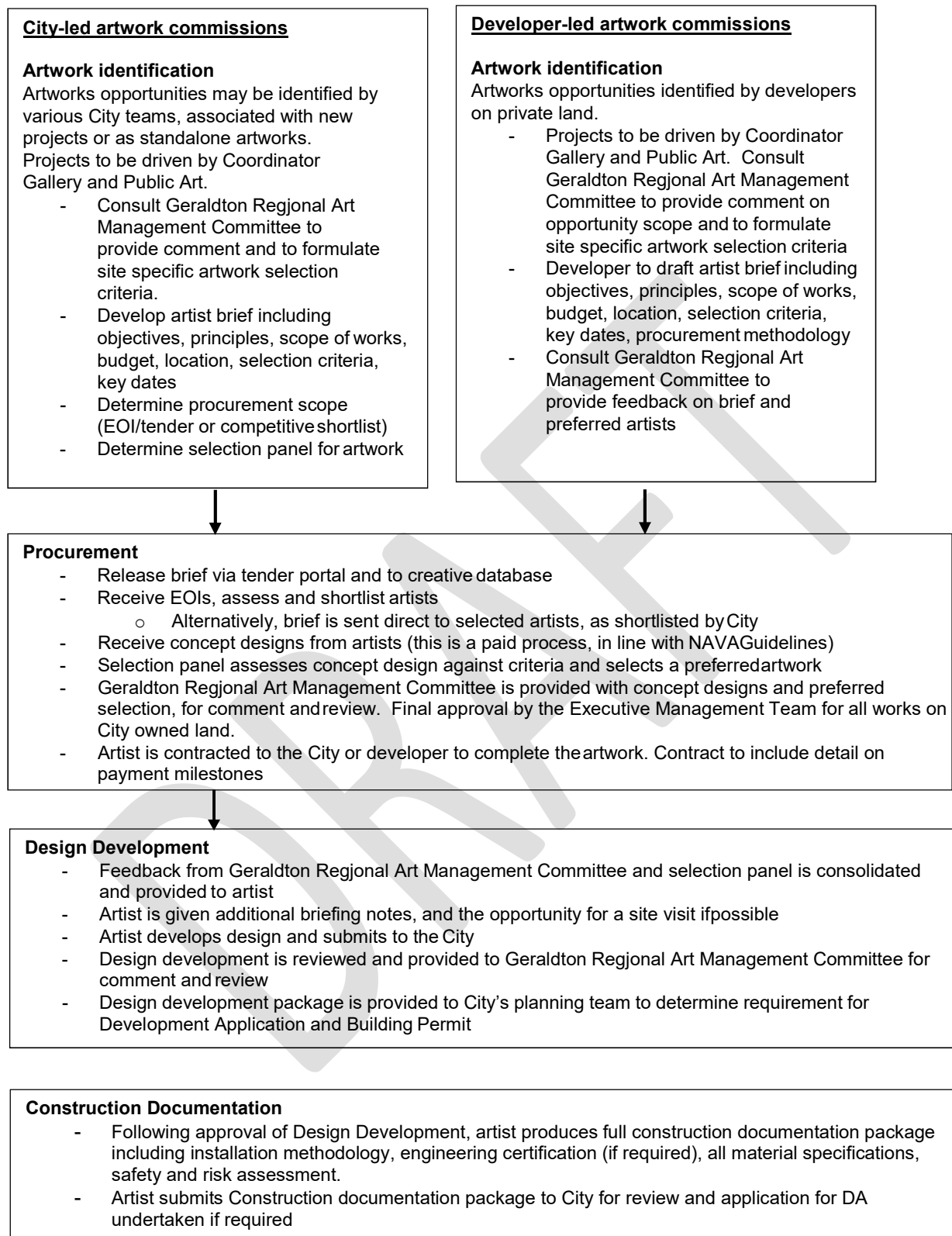
<p>Priority artworks</p>	<p>(L,F) The following artworks have been identified as priority opportunities through both assessment of the current collection and stakeholder engagement. These have been prioritised based on impact and scope.</p> <ul style="list-style-type: none"> - Foreshore artwork trail – 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. 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. 	<ul style="list-style-type: none"> - (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. - 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</p>
<p>The program - growing the creative community</p>			
<p>Public art programs</p>	<p>(L) Review the City's existing public art programs: Lightbox Gallery and Art Drive. Prepare a recommendation for continuation, improvement or cancellation of programs. Both programs will benefit from the City-led professional development programming, as detailed below.</p>	<p>(L) Implement Lightbox Gallery and Art Drive in line with recommendations.</p> <p>(L,F) Draft and delivery community survey measuring success and interaction with public art programs, including opportunities for improvement.</p> <p>(L) Formulate strategy for improving programs.</p>	<p>(L) Implement programs with improvements.</p>
<p>Creative sector development</p>	<p>(L) In liaison with the Geraldton Regional Art Management Committee, develop an annual program of professional development opportunities. This should include:</p> <ul style="list-style-type: none"> - Masterclasses (portfolio development, website 	<p>(L) Roll out professional development program</p> <p>L) Formulate strategy for improving programs following surveying</p>	<p>(L) Implement programs with improvements</p>



	<p>and online presence, responding to EOs/tenders, photographing your artworks)</p> <ul style="list-style-type: none"> - Artist talks - information sheets and resources lists on key topics developed and provided to artists <p>(L) Develop a creative community database, utilising existing networks and events to build list of contacts. Database should be sent EOs and opportunities for all local commissions, ensuring CoGG's eQuotes platform is utilized in line with procurement policies.</p> <p>(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</p>	<p>(as above)</p>	
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Procurement Methodology



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

Community / artist – led artwork commissions

The City of Greater Geraldton’s artistic community may also instigate projects. For permanent artist led projects, the CoGG 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.

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 CoGG
- The artwork addresses sense of place through materials, form and conceptual approach

Project understanding

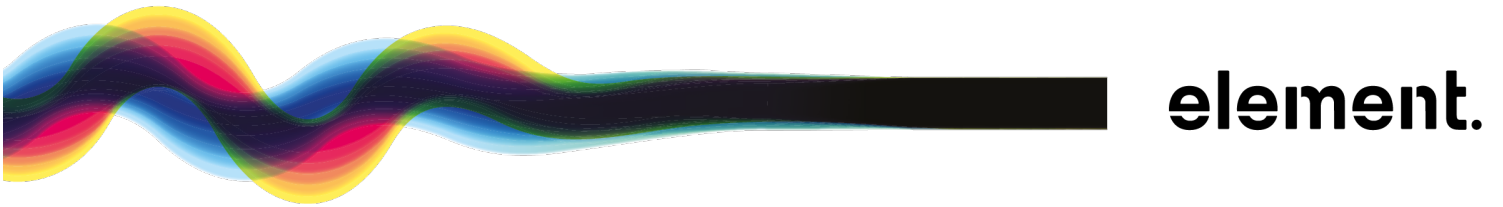
- Site considerations are clearly considered
- The artwork contributes to the public realm through added vibrancy and amenity
- Aesthetics and materials are appropriate to the context

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 Public Art
Strategy
Survey Summary Report

March 2020

Document ID: PG Planning

Issue	Date	Status	Prepared by		Approved by	
			Name	Initials	Name	Initials
1	30.03.20	Draft	Liz Pope	LP	Kate Parker	KP
2	20.05.20	Final	Liz Pope	LP	Kate Parker	KP

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1. Introduction

Since late 2019 the City of Greater Geraldton (the City) in collaboration with consultants at **element** have been reviewing the City's approach to public art in order to develop and deliver a Public Art Strategy which results in high quality, engaging artworks for the community. As part of the planned engagement activities for the project, an online survey of eleven questions 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.

In total 27 responses were collected between 27 December 2019 and 18 February 2020, with the survey consisting of a mixture of qualitative and quantitative questions. The survey saw a completion rate of 43% with a number of participants opting to not answer several questions presented.

The aim of the survey was for the project team to gain timely and accurate feedback from key stakeholders to influence direction of, and next steps for the City's Public Art Strategy.

A high-level summary of results from the survey are detailed below.

2. Summary of key findings

Question One

A number of objectives have been identified for public art across the City of Greater Geraldton, as listed below. Please rank your top priorities for public art from most important (1) to least important (9).

Figure 1 below summarizes the weighted scores for public art priority objectives, with the higher the number representing the greatest priority.

The top three priorities selected by stakeholders were:

- Bring to life community stories and themes (6.46);
- Enhance public realm and infrastructure (5.96); and
- Provide opportunities for local artists (5.88).

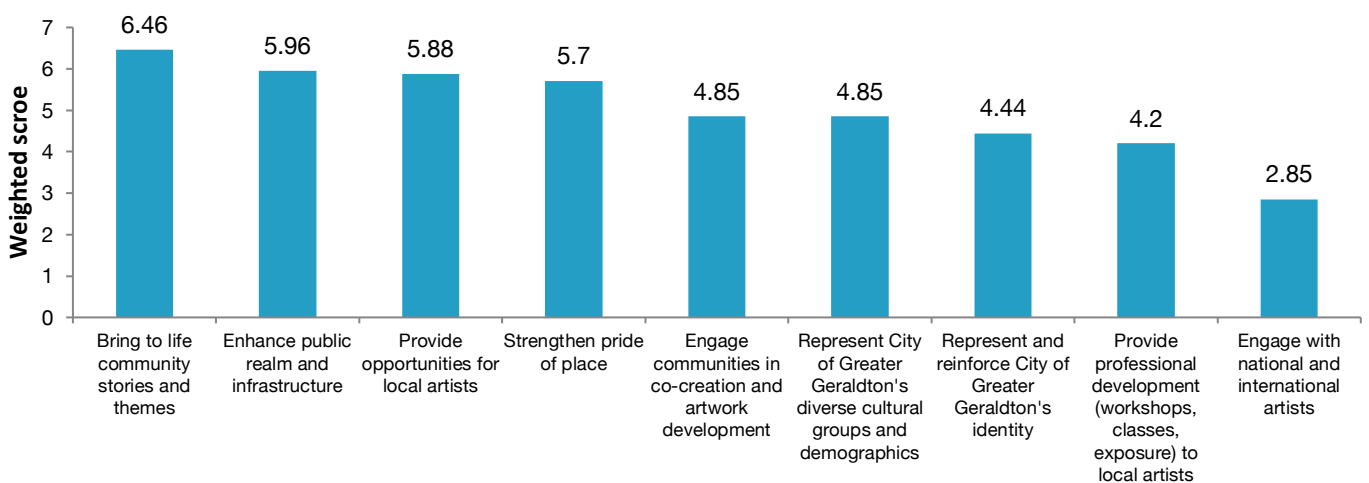


Figure 1: Community survey question 1: ' Please rank your top priorities for public art from most important (1) to least important (9). (n=27)

Question Two

Reflecting on the objectives above, have we missed anything or is there something else you would like to add?

An analysis of nine comments reveal the following stakeholder sentiments below.

Table 1: Community survey question 2: ' Reflecting on the objectives above, have we missed anything or is there something else you would like to add?' (n=17)

Theme	Stakeholder feedback
The City of Greater Geraldton identity	<ul style="list-style-type: none"> Discover and incorporate a new and fresh identity for CoGG Highlight public art that strengthens pride of place / sense of place Share local stories and themes (e.g. sailors, soldiers)
Representing indigenous culture	<ul style="list-style-type: none"> Strengthen connection to Aboriginal stories Strengthen connection and collaboration with Aboriginal artists Do not shy away from difficult histories but also celebrate the good
Significant places and spaces	<ul style="list-style-type: none"> Places for reflection and healing Develop 'culture trails' to showcase and educate Enhance the public realm with modern and contemporary artworks, attract visitors Create vibrancy in commercial precinct
Other	<ul style="list-style-type: none"> More pop-up exhibitions, ephemeral events, music, museums Provide more access to public art across the greater Geraldton area Provide national or international residencies Diversify selection of artists away from established names, provide more opportunity for emerging artists regardless of age

Question Three

Public art comes in many forms, from small scale integrated artworks and large iconic sculptures to temporary and ephemeral artworks. Public art includes murals, projections or even one-off event-based works. From the public art typologies below, please select which types of public art you believe are most relevant for the City of Greater Geraldton?

Participants answering this question could select multiple responses from a pre-populated list

The top types of public artwork that were considered the most relevant to the City by stakeholders were:

- Artwork walk and drive trails (74%);
- Artwork co-created with community AND Artworks integrated into built form (equal 70%); and
- Play-based artwork AND Large-scale iconic artwork (equal 63%).

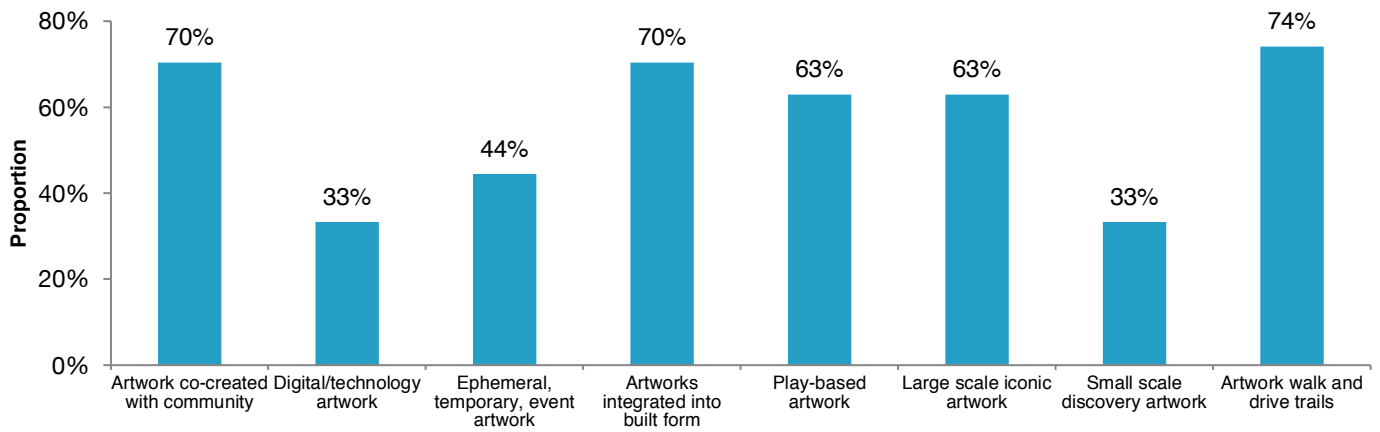


Figure 2: Community survey question 3: ' From the public art typologies below, please select which types of public art you believe are most relevant for the City of Greater Geraldton.' (n=27)

Question Four

We want to understand the City's vision for public art. Please select the top three terms you believe best reflect the future of public art programming and the collection.

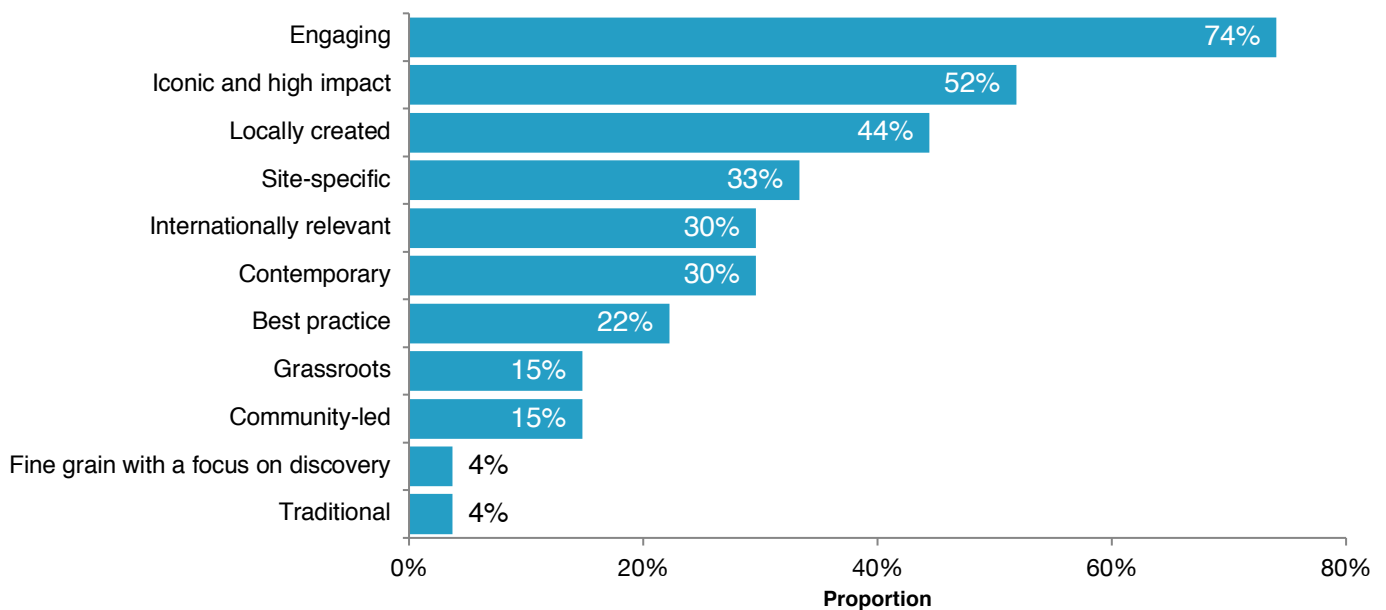


Figure 3: Community survey question 4: ' We want to understand the City's vision for public art. Please select the top three terms you believe best reflect the future of public art programming and the collection.' (n=13)

In addition to the most popular terms selected by participants in Figure 3 above, other comments included:

- Aboriginal identity, cross cultural
- Local creation of art and culture, mixture of traditional and contemporary
- Use best practice engagement approaches
- Preference for local artist having more input/weighting on public strategy outcomes, rather than community-led

Question Five

Can you think of additional ways the City could improve its public art collection and offer?

An analysis of 15 comments reveal the following stakeholder sentiments below.

Table 2: Community survey question 5: ‘Can you think of additional ways the City could improve its public art collection and offer?’ (n=18)

Theme	Stakeholder feedback
Improve maintenance of artworks	<ul style="list-style-type: none"> ▪ Ensure that art investments are well looked after over time in a professional manner ▪ Maintain a good public art record, including when to perform maintenance ▪ Develop a maintenance plan linked to budget
Cross culture artworks	<ul style="list-style-type: none"> ▪ More Aboriginal artworks, large scale ▪ Showcase people across gender, culture and age ▪ Highlight local culture related to Geraldton
Building capacity	<ul style="list-style-type: none"> ▪ Forge and maintain strong relationships with artist’s and community ▪ Generate artwork ideas collaboratively with the community ▪ Create a sense of pride and ownership so people appreciate artworks more ▪ Upskill local people and artists ▪ More participation by emerging artists ▪ Art committee needs to be structured and ordered
Expand the borders	<ul style="list-style-type: none"> ▪ Artwork to represent culture outside of the CBD ▪ More public art more accessible outside the CBD (e.g. Mullewa, Greenough, Walkaway)
Other	<ul style="list-style-type: none"> ▪ Run program to create ephemeral artworks and other short term projects ▪ Engage with minorities in the community

Question Six

The City currently cares for an extensive collection of public artworks, including some which are over 20 years old and others which have been severely damaged over the years. How should the City continue to manage these older and damaged public art works?

For this question participants could select multiple options from four selections. Of the 27 responses the most preferred options were as follows:

- Document and record the collection – to be made available online (67%)
- Decommission damaged, irreparable artworks as a matter of priority (63%)
- Maintain and replace existing damaged artworks (37%)

Of note, no stakeholders selected 'Leave works untouched, do not continue to maintain'.

In addition to the selections above, other comments included:

- Remove the 'orange rabbit ears' sculpture
- Could there be opportunities to re-purpose old/damaged artworks?
- Strong support for digital documentation and making the collection available to freely view online
- Idea to solicit donations from the public to repair damaged works (done in an eastern states gallery)
- Once work becomes beyond repair it is best removed

Question Seven

Can you identify any artworks in particular that require immediate care or removal?

- Yellow Submarine
- Rock, metal and water sculpture at rear of CoGG offices adjacent to QPT
- Murals in Mullewa

Question Eight

Considering the cultural and heritage values in the City of Greater Geraldton, what are the key stories, themes and narratives that should be explored and expressed through public art? The following four options are to provide guidance only, please add in additional responses in the free text section which follows.

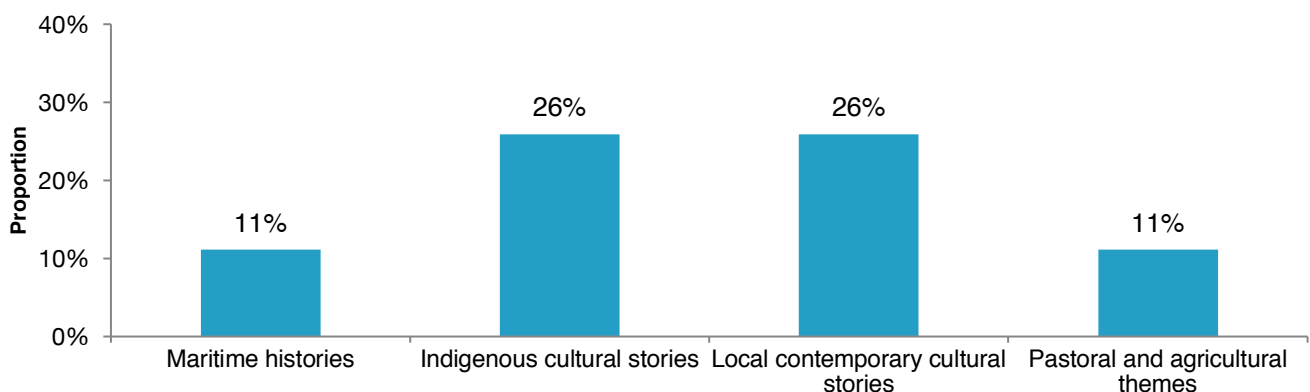


Figure 4: Community survey question 8: 'What are the key stories, themes and narratives that should be explored and expressed through public art?' (n=27)

City of Greater Geraldton Public Arts Strategy, Stakeholder Survey, March 2020

In addition to the above an analysis of 16 comments reveal the following stakeholder feedback in Table 3 below.

Table 3: Community survey question 8: ‘What are the key stories, themes and narratives that should be explored and expressed through public art?’ (n=16)

Theme	Stakeholder feedback
All of the above is important	<ul style="list-style-type: none"> Five respondents commented that all of the above themes are important
Environmental themes	<ul style="list-style-type: none"> Wildflowers Fishing Environmental/conservation
Maritime	<ul style="list-style-type: none"> Maritime stories both happy and sad Maritime stories are important
Aboriginal	<ul style="list-style-type: none"> Aboriginal storytelling Cross cultural stories Contemporary and historical issues Priority area
Life in Geraldton	<ul style="list-style-type: none"> Contemporary living in Geraldton Fishing Farming Mining and exports Migrant stories
Other	<ul style="list-style-type: none"> Give artistic freedom back to artists, do not dictate boundaries or parameters of artworks Literary themes (e.g. Stow) Themes that build and shape our City Places of significance, tell multiple stories for different perspectives

Question Nine

Have you been involved in any public art processes through your role – if so, what were they? I.e. procurement, maintenance, documentation, approvals.

Participants cited the following public art processes they had been involved with:

- Procurements
- Approvals
- EOI processes
- Mural art
- Christmas tree trail project
- General appreciation and love of art
- Community workshops, advisory groups and consultation
- Maintenance

Question Ten

In your daily experiences and interaction with the City’s diverse community, have you received any feedback or comments regarding public artwork? This may include locations for possible new artworks, types of artwork the community would like to see or any commentary on the existing public artworks.

Comments from 22 participants included the following:

Table 4: Community survey question 10: ‘In your daily experiences and interaction with the City’s diverse community, have you received any feedback or comments regarding public artwork?’ (n=22)

Comment category	Stakeholder feedback
Positive sentiment	<ul style="list-style-type: none"> ▪ Strong support and appreciation for the ‘Horizon’ artwork ▪ Positive feedback for ‘Protected Memory’ artwork ▪ Positive feedback for Yamaji Emu eggs artwork ▪ Positive feedback for recent Mullewa murals ▪ Trevor Richards artwork ▪ GRAG’s art collection ▪ Nostalgic mini lighthouses artwork
Negative sentiment	<ul style="list-style-type: none"> ▪ Graffiti artwork is not as appreciated, reminiscent of vandalism ▪ ‘Zephyr’ on the foreshore did not represent value for money ▪ Negative sentiment for Orange Wings near Dome ▪ Dislike for ‘Protected Memory’ artwork ▪ Meta-graphic in the Rocks Laneway not in touch with local community and quickly deteriorated
Other comments	<ul style="list-style-type: none"> ▪ Value for money is important for public artworks ▪ Need more public artworks ▪ Need more visible information about artworks in the public realm ▪ Install artworks as entry statements on three major roads leading into Geraldton, the Airport and near the Wharf for passengers arriving on cruise ships. ▪ Acknowledgement of significant Aboriginal sites where artworks and memorials are placed ▪ Ensure a sense of cohesiveness for new artworks being installed along the foreshore ▪ Less emphasis on text, more on photos or imagery

Question Eleven

Is there any additional feedback you would like to provide regarding the City’s public art collection, program or strategy?

- Idea to install a giant crayfish sculpture
- Look outside the box to bring more visitors to the City
- Engage with creative professionals for new works and facilitate outcomes
- Have a balance of Aboriginal and non-aboriginal artworks
- Strategy should clearly outline the criteria and process to decommission works
- Increase local content in the gallery
- Support for contemporary artworks, makes an impact for residents and visitors, injects vibrancy and creates iconic destinations

- Deliver the commissioning process in-house, not hire external consultants, evaluation panel to be a representation of the community, not just City staff and Councilors
- Provide rigor around the selection criteria for new artworks
- Use public artwork as wayfinding for pedestrians, a sense of discovery for all ages
- Actively advertise tenders for public art submission in the community to attract local and non-local artists
- Every art project or program has the capacity to upskill and add value to large public artworks
- Strategy should be backed by a policy that supports recommendations of arts professionals
- Commendation that the Strategy will put in place structures and planning for public art