

ITEM 6 POLICY REVIEW - PUBLIC ART COUNCIL POLICY

The Public Art Council Policy supports the endorsed Animating Wollongong – Public Art Strategy 2022 – 2032 and establishes processes and procedures for public art delivery and administration across commissioning and acquisition of works, collection management, budget and roles and responsibilities.

A review of the Public Art Council Policy has been undertaken resulting in it being recommended for recategorisation as a management policy under the Council Policy Framework, due to the mainly procedural nature of the content.

RECOMMENDATION

Council endorse the recategorisation of the Public Art Council Policy as a Public Art Management Policy.

REPORT AUTHORISATIONS

Report of: Sue Savage, Manager Community Culture + Engagement

Authorised by: Kerry Hunt, Director Community Services - Creative and Innovative City

ATTACHMENTS

- 1 Current Public Art Council Policy for Recategorisation
- 2 Animating Wollongong Public Art Strategy 2022-2032

BACKGROUND

Since the last adoption of the Public Art Council Policy (Policy), Council has implemented a Policy Framework that provides guidance on the development of appropriate policy and procedure documents and for the appropriate categorisation of all Council documents into four main types. Those categories are Council Policies, Management Policies, Procedures and Work Instructions. The implementation of the framework provides an opportunity to reduce the number of policies in the Council's policy register by identifying genuine policy position documents, as opposed to those that are more operational or procedural by nature. The Policy has been reviewed against this framework and, due to the mainly procedural nature of the document, it is recommended for recategorisation as a Management Policy.

The Policy supports the endorsed, Animating Wollongong – Public Art Strategy 2022 – 2032 (Strategy). The Strategy guides the Council's creative and strategic planning to effectively respond to the opportunities and challenges for public art in our city. It includes four key areas of focus: Engagement and Experience, Place, Artform and Materiality and Infrastructure and Planning. All of which are underpinned by a series of actions for implementation.

The Policy establishes processes and procedures for public art selection, delivery and administration across commissioning and acquisition of works, collection management, budget and roles and responsibilities. It ensures consistency and accountability in how public art is developed and delivered in line with the Strategy direction.

PROPOSAL

Due to the strong procedural focus of the Public Art Council Policy it is recommended that it is recategorised as a Management Policy.

The procedural nature of the document is demonstrated through the Policy objectives including defining procedures and processes, conservation and maintenance and budget planning. This is laid out in a procedural list including: Action Plan, Budget Allocation, Guidelines for selection of Public Art, Role of the Public Art Working Group and Public Art Advisory Panel, Project Management and Annual Public Art Program.

CONSULTATION AND COMMUNICATION

Governance and Risk

PLANNING AND POLICY IMPACT

This report contributes to the delivery of Our Wollongong 2032 Goal 3 'Wollongong is a creative and vibrant city'.

It specifically delivers on core business activities as detailed in the Cultural Services Business Plan.

SUSTAINABILITY IMPLICATIONS

Sustainability is considered within the Policy when making decisions associated with commissioning and managing the public art collection and program. Outdoor environmental conditions for public art need to be considered with a view to balancing the conservation of the public art collection and maintenance of public art programs with available resources and sustainability such as the need to reduce Council's energy use and carbon footprint.

RISK MANAGEMENT

Policies are only recommended for recategorisation from Council to Management policies if they are more procedural in nature, or appropriate provisions have been incorporated into another suitable document. All policies classified as Management policies under the Policy Framework continue to be reviewed regularly, similar to Council policies.

This Policy is generally procedural in nature and is directed by the Animating Wollongong – Public Art Strategy 2022 - 2032, providing the strategic direction of the Public Art portfolio and endorsed by Council.

Community had the opportunity to engage with Council's approach to Public Art when the Strategy was being developed in 2022 and they will have that opportunity again in 2027 when it is being reviewed. Community was also able to engage with Council's approach to Arts and Culture more broadly during the engagement for Council's Arts and Cultural Strategy, Creative Wollongong 2024 – 2033 and will have that opportunity again in 2029.

FINANCIAL IMPLICATIONS

There are no direct financial implications for this report, however administrative efficiencies may be achieved by the reduction in the number of policies adopted by Council.

CONCLUSION

This Council Policy has been reviewed against the Council Policy Framework and it is recommended for recategorisation as a Management Policy. Council and community will continue to have visibility over the direction and intent of the Public Art Portfolio through the endorsed Strategy, while the intent of the Policy will not materially change.



ADOPTED BY COUNCIL: 27 JUNE 2016

BACKGROUND

Public art has a long term impact on a City and a community by expressing local identity and distinctiveness, revitalising and animating public space, enhancing the local economy and developing community spirit and pride. The Public Art Policy is supported by Animating Wollongong: Public Art Strategy & Guidelines 2016 - 2021.

OBJECTIVE

The main objectives of this Policy are to:

- Define procedures and processes for public art projects that enhance the public space and cultural life in the City.
- Facilitate a regular program of temporary and permanent public art for the City which is integrated with the area's rich urban and rural character and cultural heritage.
- Conserve and maintain the City's existing public art collection.
- Commission authentic, socially engaged and site specific contemporary artwork for the City.
- Provide employment and professional development opportunities for local artists.
- Integrate public art into budget planning and design of Council's annual capital works program to add social, cultural, environmental and economic value to natural and built public assets.
- Encourage and provide leadership by example in the inclusion of integrated cultural planning and public art commissioning in the private sector.

POLICY STATEMENT

The aim of this Policy is to provide a framework to develop outstanding public art to enhance the unique identity and contemporary image of Wollongong.

COMMUNITY VISION

From the mountains to the sea, we value and protect our natural environment and we will be leaders in building an educated creative and connected community.

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STATEMENT OF PROCEDURES

Public art has long-term impact on a city and a community by:

Expressing local identity and distinctiveness

- Makes the City a vibrant and interesting place in which to live, work and visit.
- Acknowledges unique aspects of local history, heritage and culture.
- Celebrates what makes a place special: the identity, history, environment and diverse communities of Wollongong.
- Represents creative innovation and contemporary image.

Revitalising public space

- Improves the visual amenity and social activity of public spaces – elevating the City from the mundane to the memorable.
- Creates a sense of engagement with and ownership of public environments.
- Increases community access to and use of public facilities.
- Enhances neglected areas of the City to improve community safety and amenity.

Enhancing the local economy

- Creates tourist destinations; increases authentic cultural tourism.
- Employs and trains artists, artisans, creatives and local businesses.
- Encourages innovation in design and manufacture.
- Creates new cultural product.

Developing community spirit and pride

- Encourages residents and visitors to explore and value the heritage and contemporary life of the City.
- Contributes to the reconciliation process with Aboriginal and Torres Strait Islander communities.
- Acknowledges a diverse and complex cultural life and fosters community harmony.

VALUES

- We will showcase Wollongong's unique and rich indigenous and multicultural heritage to residents and visitors.
- We will ensure commitment to artistic excellence and diversity in all commissioned and acquired public art works.
- We will work in partnership with planners, designers, architects, community, organisations and government to enhance the quality of Wollongong's public spaces.

SCOPE OF THE POLICY

The following sections outline the different applications of the Policy in creation of new works and conservation of existing works:

1 New Works: all new commissions or designs in public spaces

- Council will encourage and support the creation of high-quality, best-practice and imaginative artworks that contribute to the image and identity of the City.
- Council will commission and construct site specific work to enhance the local precincts and commemorate significant events.
- In planning new works Council will support the development of public artworks in conjunction with Council developments including streetscape works, landscaping of parks and playgrounds, transport and tourist routes, gateway sites and community facility capital improvements.
- Council will encourage implementation of quality public art practice in the local private sector and in partnerships with state and federal agencies.

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- Council will encourage public art opportunities in the development approvals in the Local Government Area (LGA).
- Public art programs will be incorporated where relevant into Council's strategic plans of management and development control plans.
- Community and stakeholder consultation will be an integral component of the commissioning of New Works.

2 Collection Management: maintenance and conservation program for existing works

- Council will formally recognise the public art collection as a major City asset. It is a collection requiring professional standards of management, care and conservation to ensure its preservation for future generations.
- Community Cultural and Economic Development will maintain a database/register to document and catalogue all cultural objects in the current collection.
- All items in the collection will be linked to the National Register of Sculptures, Monuments and Outdoor Cultural Material.
- Council will conserve and maintain artworks in accordance with a maintenance schedule recommended by a conservator or developed by the artist for each artwork.
- Council will implement preventative strategies to protect our public art works, ie anti-graffiti sealant, selective screen planting.
- Council will accept gifts or bequests of public art only if they meet the guidelines within the Animating Wollongong Public Art Strategy & Guidelines 2016 - 2021.

DEFINITIONS

What is public art?

Public art can broadly be defined as 'the process of engaging artists' creative ideas in the public realm. This definition of public art encapsulates a diverse and flexible scope for public art projects.

There are three types of public art:

- **Ephemeral** art works are designed to slowly disintegrate over time due to the nature of the materials and their interaction with the surrounding environment.
- **Temporary** art works are generally designed to last between 0 - 5 years. These may include performance-based works, temporary installations etc. The commissioning of temporary public art, sometimes on an ongoing platform, provides new points of interest to Wollongong's communities, opportunities for emerging artists and as a whole; it is more affordable than permanent works of art.
- **Permanent** works are generally intended to last between 5 - 15 years or occasionally longer depending on the durability of the materials, and the ongoing relevance of the work. For example a "permanent" wall mural is likely to last for 5 - 6 years while a steel sculpture is likely to last up to 15 years or longer.

PROCEDURES

1 Action Plan

The implementation of the Public Art Program will involve the following stages:

- Identify annual funds available.
- Form a Public Art Advisory Group and a Public Art Working Group.
- Develop an annual Public Art Program.
- Adopt guidelines for selection.
- Implement a system for public art management.
- Evaluate projects and processes.

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All issues and matters relating to public art within Wollongong are to be referred in the first instance to Cultural Services within the Community Cultural and Economic Development Division.

These matters will be either referred to the Public Art Working Group or, if more appropriate, to the Public Art Advisory Panel.

Council will identify public art/placemaking opportunities as part of the Corporate Plan and Annual Budget.

2 Budget Allocation

Council recognises that best-practice public artworks can only be achieved through the allocation of sufficient budgets to ensure quality outcomes. Council will continue to work in partnership with other government and corporate bodies to develop funding partnerships for public art projects.

The annual budget allocation will be identified as a specific line item within the Community Cultural and Economic Development budget. The Public Art Advisory Group will convene to consider available funding according to the annual Public Art Strategy 2016 - 2021.

3 Guidelines for Selection of Public Art

Evaluation and approval of all public artworks proposed by the City of Wollongong, the private sector, other public authorities, individuals and other groups in the City of Wollongong LGA is based on the following criteria:

- Relevance to the objectives and actions of Wollongong 2022, Wollongong City Council Cultural Plan 2014 - 2018, Animating Wollongong, Wollongong Public Art Strategy & Guidelines 2016 – 2021.
- Standards of excellence and innovation.
- The integrity of the work.
- Relevance and appropriateness of the work to the context of its site.
- Consistency with current planning, heritage and environmental policies and plans of management.
- Consideration of public safety and the public's access to and use of the public domain.
- Consideration of maintenance and durability requirements.
- Evidence of funding source and satisfactory budget including an allocation for ongoing maintenance.
- Non-duplication of monuments commemorating the same or similar events.

4 Role of the Public Art Working Group and Public Art Advisory Panel

The Public Art Working Group will facilitate internal consultation and liaison to ensure alignment of public art projects with the Public Art Strategy, Policy and major capital works projects across the LGA.

The Public Art Advisory Panel will be guided by an appropriate term of reference and is to provide:

- Advice on the strategic direction, policy and public program matters related to public art.
- Advice on the development of public art projects and the acquisition of public artworks.
- The de-accession, relocation, removal and disposal of public artworks.

5 Project Management

A project manager will be identified for each public art project. This person will ideally be a Council officer with expertise and experience in public art management and arts and cultural development from the Cultural Services section and/or external public art consultants.

6 Annual Public Art Program

This will outline priority public art projects to be implemented to ensure that:

- Opportunities for public art development are identified early in the planning process.
- A transparent process for assessment and selection is established.
- Consultation with key stakeholders in the community and Council occurs.

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- Key projects, sites, locations, concepts and themes for public artworks are identified.
- There is a broad spread of activities across the annual Public Art Program.
- Opportunities for public art are integrated across a range of Council functions.
- Maintenance/major repairs and conservation requirements are addressed.

DECOMMISSION OR RELOCATION OF PUBLIC ARTWORKS

Council will undertake a review of its public art work assets every 5 years to assess the value of the asset life. The decision to decommission public artwork will be informed by the asset management and maintenance framework relevant to each public artwork and conditions outlined in the original contract. The Public Art Advisory Panel will assess a request for decommissioning and make a recommendation regarding the item.

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| SUMMARY SHEET | |
|--|--|
| Responsible Division | Community Cultural and Economic Development |
| Date adopted by Council | 27 June 2016 |
| Date of previous adoptions | 15 December 2003 |
| Date of next review | December 2021 |
| Legislative or other requirement for review | Review concurrently with review of Public Art Strategy |
| Responsible Manager | Community and Cultural Development Manager |
| Authorised by | Manager Community Cultural and Economic Development |



Wollongong City Council

Animating Wollongong - Public Art Strategy 2022-2032



*Image: Lorraine Brown & Narelle Thomas,
Place of Healing and Wellbeing. Hooka Point Park*

Acknowledgement of Country

We acknowledge the Traditional Custodians of the land on which our city is built, Dharawal Country. We recognise and appreciate their deep connection to this land, waters and the greater community. We pay respect to Elders past, present and those emerging and extend our respect to all Aboriginal and Torres Strait Islander people who call this city home. We recognise Aboriginal and Torres Strait Islander people as the first people to live in the area. We respect their living cultures and recognise the positive contribution their voices, traditions and histories make to the city.



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Lord Mayor's Message

Public Art plays an important role in our city - it can stir debate, create a sense of space, and celebrate cultural diversity and expression. By encouraging discussion and debate, public art evokes subjective responses, views, and diverse opinions. It's all part of public art's place in any engaged and democratic community.

Across our city we have a wide variety of public art that, we're proud to say, is accessible to everyone. These works in our public spaces provide equal opportunity to enjoy direct and ongoing encounters with art. The availability of art can be a key factor in establishing a unique and culturally active place, not only creating civic icons, but also transforming our playgrounds, train stations, community centres, parks, business districts, and suburbs into more vibrant expressions of human imagination.

Places with integrated public art create a unique focus, and give communities a stronger sense of place, identity and ownership. Art activates our imagination and encourages a sense of community identity, connectedness, and wellbeing.

The opportunity to develop new public art supports artists and creatives within our community, and beyond. It showcases their important contribution to the city fabric and supports cultural tourism, attracting new and visiting populations, with direct economic benefit to the region.

However, public art doesn't just happen - it needs direction and a purpose. This strategy will provide a foundation and blueprint to guide Council's ongoing improvements and refining of strategies, processes, and practices that deliver valuable and meaningful public art projects for our city.

Wollongong City Lord Mayor
Councillor Gordon Bradbery AM



Image: Nerine Martini, The Migration Project. George Dodd Reserve



Why do we need a Public Art Strategy?

This strategy has been developed to articulate why and how Council is involved in public art, what Council seeks to achieve by supporting and investing in public art, the principles that guide Council's actions, the various roles Council plays and the context within which decision making for public art takes place.

Council recognises the value of incorporating arts and culture across the early planning, construction, and management of urban centres. Evolving community demographics, and new residential areas being developed specifically in West Dapto,

make it essential that a new Public Art Strategy, reflecting current social changes and community needs, technological advancements, and future planning, be developed.

To ensure best practice outcomes for Public Art, Council is committed to incorporating it into masterplanning for town and city centres and open spaces. Sustainability and environmental factors will be considered, and collaborative and partnership models to develop new public art works will be explored.



*Image: Brad Eastman, Mural.
Coledale Community Centre*

This strategy provides a roadmap to delivering against actions, and facilitates early planning, and the embedding of artistic practice into places and spaces.

This strategy also considers conservation, care and maintenance of art works that become part of the public domain, reinforcing the need to manage and maintain these important community assets.



Image: Col Henry, Sea Chanty. Holborn Park Berkely



How has this strategy been developed?

*Image: Laura Nolan,
Evolve. Wollongong
Botanic Garden*

Stage 1

Development of the Strategy's Guiding Principles in consultation with the Public Art Advisory Panel

Stage 2

Draft Principles placed on public exhibition for community feedback

Stage 3

Strategy integration with Council's existing Community, Cultural and Economic Development Plans, incorporating internal specialist knowledge and expertise and community feedback on Guiding Principles

Stage 4

The Draft Strategy placed on public exhibition to receive community feedback

Stage 5

Final revision of the strategy including community feedback

Stage 6

Endorsement by Council

The endorsed strategy will inform Council's performance planning processes and practice on Public Art for the next 10 years.



What our community told us

During the development of both this strategy and a range of Council strategic plans and documents including Creative Wollongong and the Community Strategic Plan, our community have shared their thoughts and ideas about public art in Wollongong.

They have told us that they care about living in a creative and vibrant city and understand how the arts are important to community life. Our community enjoys the way public art brings culture and introduces new ideas into everyday lives. Many supported a cohesive and coordinated approach, and a strong creative vision that celebrates local stories, people and heritage.

Through the feedback on the Public Art Principles and the Strategy itself, we heard the importance of putting Wollongong at the heart of our approach, art that reflects our place and our community. Providing opportunities for our community to explore, learn about and enjoy public art is important, as is continuing to provide opportunities for local artists and creatives.

We've heard people love our street art and want to see more permanent and temporary artworks in all forms, across the suburbs as well as the city. There is community support to create art trails in different locations across the Wollongong area, including along the Blue Mile and our coastlines, and other public places. People also want to see public art in Wollongong continue to



*Image: Amanda Parer,
Intrude, Nights on Crown*

be innovative and responsive to the changing nature of the art world.

Our community would like to see public art included as an integral part of design and planning for new developments, with people mentioning that public art can have a positive impact in an increasingly urbanised environment. Some people would like to see more art as an expression or commentary that can create education, awareness, or connection for the community.

The importance of broad promotion and marketing of the existing Public Art collection and communication around opportunities for public art was highlighted, to better inform and engage our community about public art in Wollongong.

What is Public Art?

At its most basic, public art is any art produced for, and presented in, a public space.

What distinguishes public art, is the unique association of how it is made, where it is placed, and what it means. Public art can express community values, enhance our environment, transform a landscape, or question our assumptions. Placed in public sites, this art is unrestricted and there for everyone to experience.

Public art is not an art “form”. It can be permanent, temporary, or ephemeral. It can be huge or small. It can tower into the sky or call attention to the paving beneath our feet. Its shape can be abstract or realistic (or both), and it may be cast, carved, built, assembled,

or painted. It can be site-specific or stand in contrast to its surroundings. Public art can be video, light, or sound based. It can be digital, virtual, or online. It can be decorative and/or performative. Public art can stand alone or be many things at once.

Art by its nature is subjective and in a diverse community, cannot appeal to all people, nor should it be expected to do so. This is equally true for public art. As our community and modes of expression evolve, so will our definitions of what public art is and can be. Over time, materials and methods change to reflect our contemporary culture and can, at times, cause controversy. A variety of opinions is inevitable, and a strong sign of a healthy, open, and engaged community.



Image: Karla Hayes. Mural, Fairy Meadow



Image: Alison Page & Tina Lee with Lorraine Brown, Ali Day, Bonny Foley-Brennan, Debbie Hamstead-Callaghan, Val Law, Lila Lawrence, Jodie Stewart, Phyllis Stewart & Narelle Thomas, Six Daughters of the West Wind, Mt. Keira



*Image: Mandy Schoene - Salther,
Mural. Corrimal Community Centre*

Public Art in Wollongong

There is far more to Wollongong than its beautiful beaches, lush green bushland, and rich and diverse community. Wander around and talk to the residents and you may be surprised to learn of the amazing murals, coastline sculptures, creative cultural hubs and intriguing public art works purposefully embedded throughout the region, engendering a sense of ownership and pride in the community.

Currently Wollongong has over 170 permanent pieces of public art on display across the Local Government Area. Created by local, national, and international artists, artworks are scattered in and about our suburbs and towns, open spaces, streets, and buildings. Adding to this, are the many temporary and ephemeral public art pieces that have been created for events and celebrations.



Image: Mike Hewson, Illawarra Placed Landscape, 2019, Crown Street Mall



Guiding Principles

The following five guiding principles were developed by the Public Art Advisory Panel and are the foundation of this strategy. We will use them to guide the delivery of, and underpin the objectives and actions, outlined in this document.

Belonging

Connect our public art to our unique Wollongong identity, and use it to celebrate and value all our diverse communities

Opportunity

Sparkling and nurturing our creative community through investment, entrepreneurship, and advocacy

Place

Create meaning through site specific works that identify and interpret our unique environments and rich histories to enhance our public places

Value

Amplify our public art through brave and inspirational themes to capture the spirit of Wollongong and its people

Elevate

Lead the way, through challenging and inspiring public art that embraces contemporary media and is influenced by local, national, and international ideas



Image: Braham Stevens, Eye on the Horizon. Hill 60 Reserve

Our Way Forward

Key opportunities and challenges for Public Art in Wollongong have emerged through the development of this strategy. The many overlapping themes have been divided into 4 key focus areas which will underpin key actions, identified for delivery over the next 10 years.

Engagement and experience

- Ensure opportunities for the community and visitors to enjoy and connect to our public art collection.
- Continue to include community perspectives through the external Public Art Advisory Panel.
- Ensure transparent processes for the selection and development of public art across the Wollongong City area.
- Support and provide opportunities for artists and creatives through the creation and renewal of public artworks, and through mentoring programs for young and emerging artists.

Place

Building on the opportunity for public art to create meaning, identity, and a sense of place:

- Continue to develop a program reflecting the region's cultural diversity, including First Nations history and story.

- Strengthen the links between our public art program and Wollongong's spectacular environment.
- Reflect the unique character of our suburbs through the delivery of new permanent and temporary public art.
- Enhance place through public art by providing creative and engaging experiences.

Artform and materiality

Acknowledge traditional artforms, while also promoting new and emerging technologies and contemporary art practice in the creation of exciting, permanent, temporary, and ephemeral public art works in unexpected places.

Infrastructure and Planning

Continue to work across the LGA to embed public art into the development process in private and public developments.

- Improve coordination and implementation processes for public art.
- Streamline approval processes for public art.



Image: Smug One, Mural. Wonderwalls 2017, Full set Festival. Globe Lane Wollongong



Image: Pierre Guendol 'Gamo',
Mural, Guest Park

Public Art Process

Every year Wollongong City Council makes decisions as to what type of public art to deliver and where it should be placed. Planning for public art that is appropriate, relevant, and meaningful for our city and diverse community involves a complex decision-making, curatorial process.

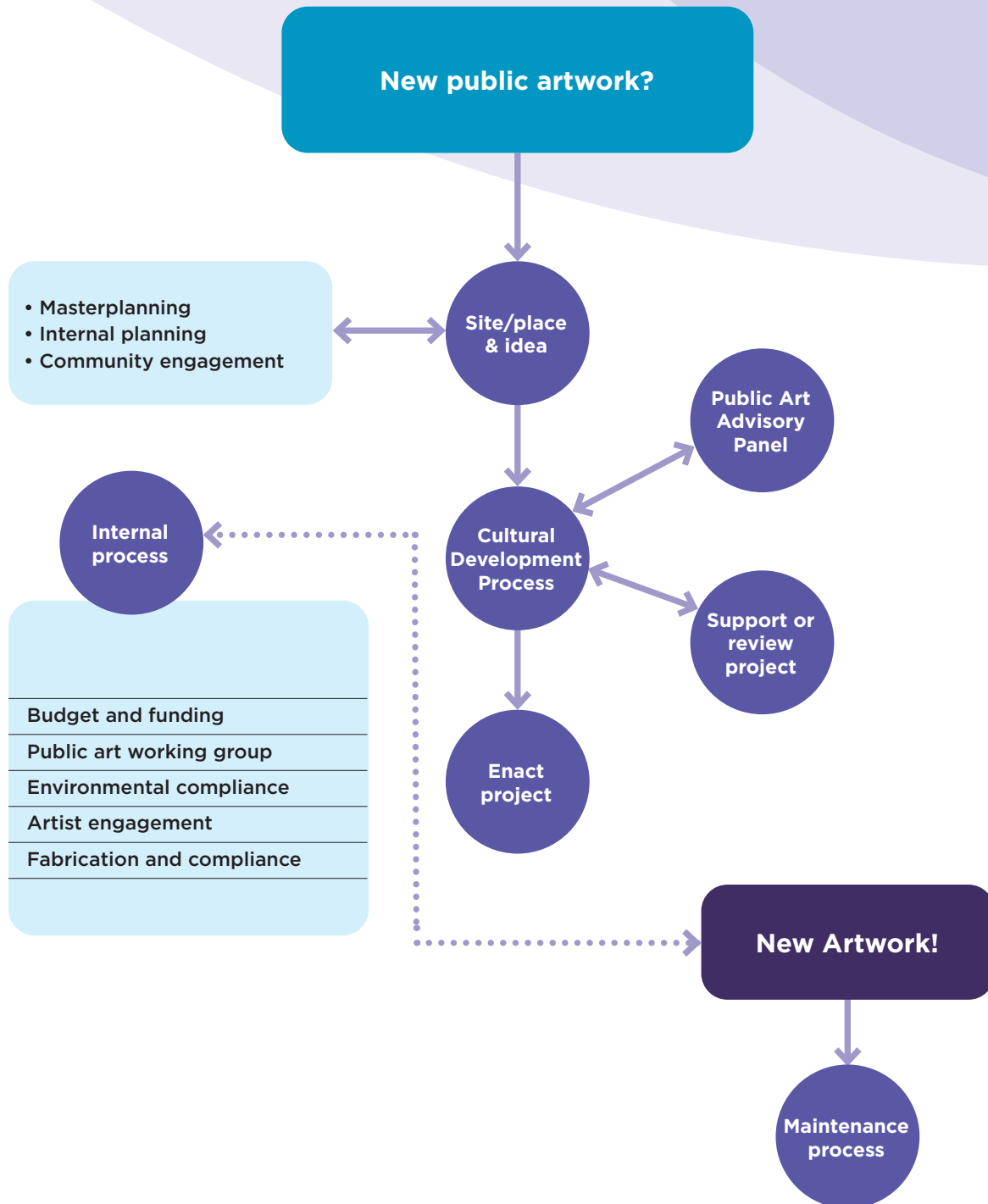
This work is carried out by Wollongong City Council staff, aided by the Public Art Advisory Panel.

The Public Art Advisory Panel (PAAP) is recruited through an open expression of interest, bringing together a diverse mix of industry experts and community members to provide independent advice and recommendations on

the implementation of the public art strategy, policies, projects and programs.

Carefully considered practical decisions such as selecting the right artist for the right location, the cost of the artwork, its ongoing maintenance after installation and its permanence or time in the public domain are also important considerations in the curatorial process.

Wollongong City Council is committed to facilitating public art that is not only aesthetically dynamic, but can also inspire, resonate within its surroundings, stimulate discussion, and invite engagement. It requires examination of need, of materiality and accessibility.





Public art in Wollongong isn't always permanent.

Temporary artworks have been activated as part of festivals, exhibitions and events. These works can be used as a form of celebration, placemaking and to engage communities. Ghost Trees by Greer Taylor was a site-specific work that invited visitors to Sculpture in the Garden in 2021 to embroider a 'memory ribbon' and plant a 'ghost tree' in response to the then recent bushfires. Over 300 people of all ages contributed to the ephemeral artwork which grew over a 5 week period.

*Image: Greer Taylor, Ghost Trees.
Wollongong Botanic Garden*

Sculpture in the Garden.

A biannual public art project which was established in 2013, presents a temporary exhibition of site-specific sculpture created by a variety of local, national, and international artists. In 2021 the Wollongong Botanic Garden saw over 30,000 people visit the exhibition and engage in the associated programs.



Image: Fatih Semiz, Curious Dream of an Architect. Wollongong Botanic Garden

Key actions and measurements

Animating Wollongong - Public Art Strategy Actions 2022-2032

1. Engagement and Experience

Public art provides relevant and exciting experiences that are available for all to enjoy

| Action | | Implementation Plan Action | Responsibility | Short | Medium | Long | Ongoing |
|--|-------|---|---|-------|--------|------|---------|
| 1.1 Improve information and communications about the public art collection | 1.1.1 | Develop a digital image bank of the Public Art Collection and other major artworks within Wollongong's public domain for promotional and activation use | Events + Visual Strategy City Culture + Activation | | | | |
| | 1.1.2 | Reflect Council's involvement with public art through communications and messaging | City Culture + Activation Communications + Marketing | | | | |
| | 1.1.3 | Improve opportunities for, acknowledge and promote the work of local creatives and organisations delivering public art outcomes | City Culture + Activation Communications + Marketing | | | | |
| | 1.1.4 | Deliver improved marketing and promotion of public art | City Culture + Activation Communications + Marketing | | | | |



| Action | | Implementation Plan Action | Responsibility | Short | Medium | Long | Ongoing |
|--|-------|--|---|-------|--------|------|---------|
| 1.2 Ensure Council's public art projects and programs are inclusive and that our diverse communities are represented, supported, and engaged | 1.2.1 | Ensure the Public Art Advisory Panel (PAAP) has a diverse membership base and is supported to provide Council with independent curatorial and industry advice | City Culture + Activation | | | | |
| | 1.2.2 | Deliver art works that celebrate and interpret the local Aboriginal community's deep knowledge and ongoing connection to Country. Explore opportunities to work and learn from Elders and custodians | City Culture + Activation Community Development + Engagement | | | | |
| | 1.2.3 | Provide community cultural engagement in the development of public art projects including through public art plans, placemaking opportunities, events, and temporary activations | City Culture + Activation Community Development + Engagement Events + Visual Strategy | | | | |
| | 1.2.4 | Deliver public art works that showcase Wollongong's rich and culturally diverse communities | City Culture + Activation Community Development + Engagement | | | | |



| Action | | Implementation Plan Action | Responsibility | Short | Medium | Long | Ongoing |
|--|-------|---|---|-------|--------|------|---------|
| | 1.2.5 | Develop public art professional practice opportunities, ensuring accessibility and inclusion for diverse communities | City Culture + Activation Community Development + Engagement | | | | |
| | 1.2.6 | Require public art innovation, development controls and public art opportunities for private developers | City Culture + Activation City Strategy | | | | |
| 1.3 Investigate funding opportunities for public art | 1.3.1 | Seek out external partnerships, collaborations, and sponsorship opportunities to support public art across the Wollongong LGA | City Culture + Activation | | | | |
| | 1.3.2 | Identify and develop grant and external funding opportunities that can deliver new public art opportunities across the Wollongong LGA | City Culture + Activation | | | | |
| 1.4 Ensure opportunities for public art are diverse and engaging | 1.4.1 | Deliver Sculpture in the Garden | City Culture + Activation Open Space + Environmental Service | | | | |
| | 1.4.2 | Review Sculpture in the Garden | City Culture + Activation Open Space + Environmental Service | | | | |
| | 1.4.3 | Explore opportunities for nature based Public Art in Council's open spaces, parks and reserves | City Culture + Activation Open Space + Environmental Service | | | | |

| Action | Implementation Plan Action | Responsibility | Short | Medium | Long | Ongoing |
|--------|---|---|-------|--------|------|---------|
| 1.4.4 | Investigate additional social media channels to broaden audience and artist reach | City Culture + Activation Communications + Marketing | | | | |
| 1.4.5 | Develop and market a new public art trail via an accessible platform or format | City Culture + Activation Events + Visual Strategy Communications + Marketing | | | | |

2. Place

Public Art is embedded in citywide placemaking

| Action | Implementation Plan Action | Responsibility | Short | Medium | Long | Ongoing |
|---|---|---------------------------|-------|--------|------|---------|
| 2.1 Explore opportunities for public art to be delivered across the Local Government Area | 2.1.1 Ensure opportunities for public art to be delivered as part of West Dapto Urban Release Area | City Strategy | | | | |
| | 2.1.2 Develop a West Dapto Public Art Plan | City Culture + Activation | | | | |
| | 2.1.3 Ensure opportunities for public art to be delivered as part of the development of the Grand Pacific Walk Heritage Interpretation Strategy | City Culture + Activation | | | | |
| | 2.1.4 Develop a process for public art curation, ensuring that new and renewed works are distributed based on need, merit, and community engagement | City Culture + Activation | | | | |

| Action | | Implementation Plan Action | Responsibility | Short | Medium | Long | Ongoing |
|--------|-------|--|---|-------|--------|------|---------|
| | 2.1.5 | Ensure embedded and temporary infrastructure for public art is included in new community facility developments, including Warrawong and Helensburgh library and community facilities | Library + Community Services City Strategy Infrastructure Strategy + Planning | | | | |
| | 2.1.6 | Continue to develop and deliver on the Hill 60 Masterplan. With public art additions to the Ngaraba-aan Art Trail | Property + Recreation | | | | |

3. Artform and Materiality

Ephemeral, temporary and/ or permanent Public Art is embraced

| Action | | Implementation Plan Action | Responsibility | Short | Medium | Long | Ongoing |
|---|-------|--|---|-------|--------|------|---------|
| 3.1 Continue to develop and deliver new and exciting diverse public art across the City and suburbs | 3.1.1 | Continue to explore new spaces and places for temporary art activations, including events, billboards, town centre infrastructure and suburban placemaking | City Culture + Activation Community Development + Engagement Infrastructure Strategy + Planning Events + Visual Strategy | | | | |
| | 3.1.2 | Establish and promote a creative hoardings program as a quick and low-cost option to enhance public spaces and support local and emerging artists | City Culture + Activation Development Assessment + Certification | | | | |

| Action | | Implementation Plan Action | Responsibility | Short | Medium | Long | Ongoing |
|--------|-------|---|---|-------|--------|------|---------|
| | 3.1.3 | Continue to explore new ways for public art to enhance place across a range of artforms, materials and activities | City Culture + Activation | | | | |
| | 3.1.4 | Manage and maintain the city's collection of public artworks to ensure their long-term vibrancy and safety | City Culture + Activation Open Space + Environmental Service | | | | |
| | 3.1.5 | Review and update the process and policy for repair, replacement and deaccession of public art works | City Culture + Activation | | | | |

4. Infrastructure and Planning

Public art is embedded and coordinated across new developments and projects

| Action | | Implementation Plan Action | Responsibility | Short | Medium | Long | Ongoing |
|---|-------|---|---------------------------|-------|--------|------|---------|
| 4.1 Ensure the ongoing management and future planning for public art is sustainable, equitable and meets industry best practice | 4.1.1 | Review and update the Public Art Management Policy | City Culture + Activation | | | | |
| | 4.1.2 | Create and promote a Public Art Toolkit to ensure all new public art projects align with the Public Art Management Policy and Public Art Strategy | City Culture + Activation | | | | |

| Action | | Implementation Plan Action | Responsibility | Short | Medium | Long | Ongoing |
|---|-------|--|---------------------------|-------|--------|------|---------|
| | 4.1.3 | Audit and review the Public Art Collection and other major Council-led public art projects including murals, to enable future and ongoing maintenance and data collation | City Culture + Activation | | | | |
| | 4.1.4 | Communicate across Council to ensure all public art projects are planned, processed and delivered consistently | City Culture + Activation | | | | |
| 4.2 Integrate Public Art into Strategic and Statutory Planning controls and processes | 4.2.1 | Explore ways to reduce public art's environmental footprint and support its equitable distribution | City Culture + Activation | | | | |
| | 4.2.2 | Progress draft LEP design excellence clauses with the inclusion of public art as a matter for consideration within City Centre and key site development | City Strategy | | | | |
| | 4.2.3 | Investigate opportunities to include requirements for Public Art Plans and public art in precinct scale development across the LGA | City Strategy | | | | |

| Action | | Implementation Plan Action | Responsibility | Short | Medium | Long | Ongoing |
|---|-------|--|--|-------|--------|------|---------|
| | 4.2.4 | Integrate public art opportunities when undertaking Town Centre Plans in line with the Public Art Toolkit | City Strategy | | | | |
| | 4.2.5 | A provision or clause be included in the draft Wollongong City Centre DCP chapter addressing requirements for Public Art to be incorporated into larger developments | City Strategy | | | | |
| 4.3 Set the standard for integrating public art into Council design and implementation processes, including infrastructure delivery and whole of life asset management principles | 4.3.1 | Identify opportunities for public art in masterplans and ensure rationale and budget is included from the business proposal stage | City Strategy City Culture + Activation | | | | |
| | 4.3.2 | Integrate public art as an element of major Council infrastructure projects in line with the Public Art Management Policy | Infrastructure Strategy + Planning | | | | |
| | 4.3.3 | Create opportunities for input, expertise and leadership from the creative community into Council design and implementation processes for public art | City Culture + Activation | | | | |



How will Wollongong City Council communicate on the progress of Animating Wollongong - Public Art Strategy 2022-2032?

Council will monitor progress against the strategic actions through quarterly and annual reporting processes.
For further information contact:
culturaldevelopment@wollongong.nsw.gov.au



Image: Ken Unsworth, Nike. MacCabe Park



Image: Sion Gruffydd & Trait, Mural. Fairy Meadow

Our Wollongong Our Future

From the mountains to the sea, we value and protect our natural environment and will be leaders in building an educated, creative, sustainable and connected community.

We value and protect our environment

We have an innovative and sustainable economy

Wollongong is a creative, vibrant city

We are a connected and engaged community

We have a healthy community in a liveable city

We have affordable and accessible transport