

ITEM 3 POST EXHIBITION - ANIMATING WOLLONGONG PUBLIC ART STRATEGY 2022-2032

Animating Wollongong Public Art Strategy 2022-2032 (the Strategy) will guide Wollongong City Council's creative and strategic planning and delivery framework, to effectively respond to the opportunities and challenges for public art in our city. It details the actions we will deliver and demonstrates Council's commitment to creative life and vibrancy in Wollongong. The Strategy supports the delivery of the Community Strategic Plan – Wollongong 2032 and Creative Wollongong 2019-2024 and builds upon Council's Public Art Strategy 2016-2021.

The Strategy was developed in consultation with key stakeholders including our community, through several engagement processes, as well as direct audience/user feedback which captured the priorities, thoughts and ideas of local creatives and community members.

Council at its meeting of 18 July 2022 endorsed the public exhibition of the draft Strategy from 1 to 29 August 2022 inclusive. 28 submissions were received during the exhibition period, alongside 152 submissions from Wollongong Public School students, providing valuable feedback. All feedback received from the exhibition period has been considered and minor amendments to the Strategy and implementation plan have been recommended.

This report seeks Council's adoption of the draft Animating Wollongong Public Art Strategy 2022 – 2032.

RECOMMENDATION

That Council -

- 1 Adopt the Animating Wollongong Public Art Strategy 2022-2032.
- 2 Note the Animating Wollongong Public Art Strategy 2022-2032 Implementation Plan.
- 3 Note the Animating Wollongong Public Art Strategy 2022-2032 Engagement Report.

REPORT AUTHORISATIONS

Report of: Sue Savage, Manager Community Cultural + Economic Development
Authorised by: Kerry Hunt, Director Community Services - Creative and Innovative City

ATTACHMENTS

- 1 Animating Wollongong Public Art Strategy 2022-2032
- 2 Animating Wollongong Public Art Strategy 2022-2032 - Engagement Report
- 3 Animating Wollongong Public Art Strategy 2022-2032 - Implementation Plan

BACKGROUND

Public art expresses community values, enhances our environment, transforms a landscape and can question our assumptions. Placed in public sites, this art is available for everyone. With the previous Public Art Strategy coming to an end, this new Strategy has been developed to provide a clear and updated rationale for Council's involvement in public art. It outlines the principles that guide Council's actions, the various roles Council plays and the context and process within which decision making for public art takes place.

Building on the foundation of an already significant public art collection, this Strategy provides the basis for Council's continuing support for the creation of new, and maintenance of existing public art works. The development of this Strategy has allowed the opportunity to engage with our community to redefine and refocus the principles and processes that support how public art is developed and delivered to the people of Wollongong. Over the life of this Strategy, Council will concentrate on leading meaningful conversations, making public art more relevant, accessible and stimulating to community and creating stronger connections to place.

All actions are underpinned by appropriate planning processes and broad community consultation. A strategic review of the existing plan, identified research and community engagement processes, have been used to set the actions for the Strategy.

PROPOSAL

This report seeks Council's endorsement of Animating Wollongong Public Art Strategy 2022-2032 and for Council to note the Engagement Report and Implementation Plan.

CONSULTATION AND COMMUNICATION

The process for developing Animating Wollongong Public Art Strategy 2022-2032 included Council led community engagement to help inform specific goal setting and future planning. This included public exhibition of the draft principles in 2021 and of the draft Strategy in 2022, as well as engagement through the Community Strategic Plan (2022-2032) and Creative Wollongong 2019–2024.

A variety of communication and engagement methods were used to raise awareness in the general community of public art in the LGA and to inform as broad and diverse community groups as possible. Specific events were targeted towards creative and artistic communities and individuals to explain the details of the Strategy and seek specific feedback from interested artists and creatives.

Methods of engagement

- Council Media Releases, newsletters and social media posts
- Illawarra Mercury Community Update
- Project page on the Our Wollongong website
- Digital homepage banner on Council's website
- Events listing Council events webpage
- Emails to artist networks
- Creative Wollongong Facebook and cultural newsletter
- Corflute signs at 12 sites across the LGA adjacent to existing public art works
- Hardcopy information available at Council libraries
- Online information session
- Mini public art tour in the CBD
- Workshop and mini public art tour for Stage 3 students from Wollongong Public School.

Results of public exhibition

The exhibition period ran from 1 to 29 August 2022 inclusive. 28 submissions were received from the community, including 21 via the online feedback form and seven emails. Seven artworks were submitted to the online gallery page. The project page had 418 unique views. 12 people participated in the mini public art tour in the Wollongong CBD and three people representing different artist or creative groups attended the online information session. 180 students from Wollongong Public School participated in a mini tour and workshop about public art, resulting in 152 submissions.

Feedback was broad, with a diversity of opinions represented. Commentary included support for the Strategy itself and/or for public art in the Wollongong LGA, alongside suggestions on ways to improve the city's approach to public art regarding selection, collaborations and opportunities for local artists. Some submissions expressed disappointment in the Strategy and dislike for all public art in Wollongong and some provided specific suggestions or changes for consideration in the Key Actions.

Summary of changes to the plan following exhibition

All feedback received during the exhibition period has been considered and minor amendments to the strategies and implementation actions have been recommended and include:

- Updated Implementation Plan Action 1.1.2
 - New Action: Reflect Council's involvement with public art through communications and messaging.
 - Previous Action: Align public art messaging with Council's branding

- Updated Implementation Plan Action 1.1.3
 - New Action: Improve opportunities for, acknowledge and promote the work of local creatives and organisations delivering public art outcomes
 - Previous Action: Acknowledge and promote the work of local creatives and emerging artists delivering public art outcomes in Wollongong
- New Implementation Plan Action 1.4.2, resulting in subsequent renumbering of original Actions 1.4.2, 1.4.3 and 1.4.4.
 - New Action: Review Sculpture in the Garden
- Updated Implementation Plan Action 3.1.3
 - New Action: Continue to explore new ways for public art to enhance place across a range of artforms, materials and activities.
 - Previous Action: Continue to explore new ways for public art to enhance place, including digital and augmented reality works; artwork on temporary construction barriers; and ephemeral event-based activations
- Updated Implementation Plan Action 1.2.6
 - New Action: Champion public art innovation, development controls and public art opportunities for private developers
 - Previous Action: Externally promote public art innovation, development controls and public art opportunities for private developers
- Updated Implementation Plan Action 3.1.5
 - New Action: Review and update the process and policy for repair, replacement and deaccession of public art works
 - Previous Action: Establish clear process for renewal or deaccession of public art works
- Updated Implementation Plan Action 4.1.4
 - New Action: Communicate across Council to ensure all public art projects are planned, processed and delivered consistently
 - Previous Action: Communicate across Council to ensure all public art projects are processed and delivered consistently
- New Implementation Plan Action 4.3.3
 - New Action: Create opportunities for input and expertise from the creative community into Council design and implementation processes for public art
- Change of image page 13.

Other updates

- Update title to Animating Wollongong Public Art Strategy 2022-2032
- Update page 8 to reflect engagement feedback
- Inclusion of Public Art Advisory Panel description page 18

PLANNING AND POLICY IMPACT

This report contributes to the delivery of Our Wollongong 2028 Goal 3 “Wollongong is a creative, vibrant city”. It specifically delivers on the following:

Community Strategic Plan		Delivery Program 2022-2026	Operational Plan 2022 - 2023
Strategy		3 Year Action	Annual Deliverables
3.1	Using community art and cultural development practices, our places and spaces reflect the creativity, history and identity of our people	Deliver key strategies from Creative Wollongong 2019-2024	Develop a new Public Art Strategy that would include West Dapto

Animating Wollongong Public Art Strategy 2022-2032 is a supporting document under Council’s Integrated Planning and Reporting Framework. The plan links to other supporting documents including:

- Creative Wollongong 2019-2024
- Economic Development Strategy 2013-2023
- Our Sustainable Wollongong 2030.

SUSTAINABILITY IMPLICATIONS

The Strategy and associated implementation plan, provide a framework for the delivery of a range of strategies and actions which will promote more efficient and improved service delivery through collaboration, connection and partnership. The Strategy details a pathway for process improvements in marketing, deaccession, maintenance, infrastructure and program integration, so that public art in our city can remain relevant to our stakeholders, while supporting opportunity and innovation within the dynamic arts and cultural sector.

FINANCIAL IMPLICATIONS

The Implementation Plan outlines funded actions and funding gaps. The implementation of key actions will be funded through existing operational or capital project budgets wherever possible. Many of the strategies and actions are already identified in the forward program and will not require additional funds.

Any unfunded actions will be considered each year as part of the annual planning process. Where appropriate, potential grant opportunities, partnerships and collaborations will be pursued.

CONCLUSION

The Animating Wollongong Public Art Strategy 2022-2032 will supersede the previous Public Art Strategy which has come to the end of its life. The Strategy captures both the community’s priorities and ideas when planning public art, as well as Council’s need to continue to evolve and maintain a leadership role in providing public art which is innovative and reflects and enhances public spaces and is accessible to everyone.



Wollongong City Council

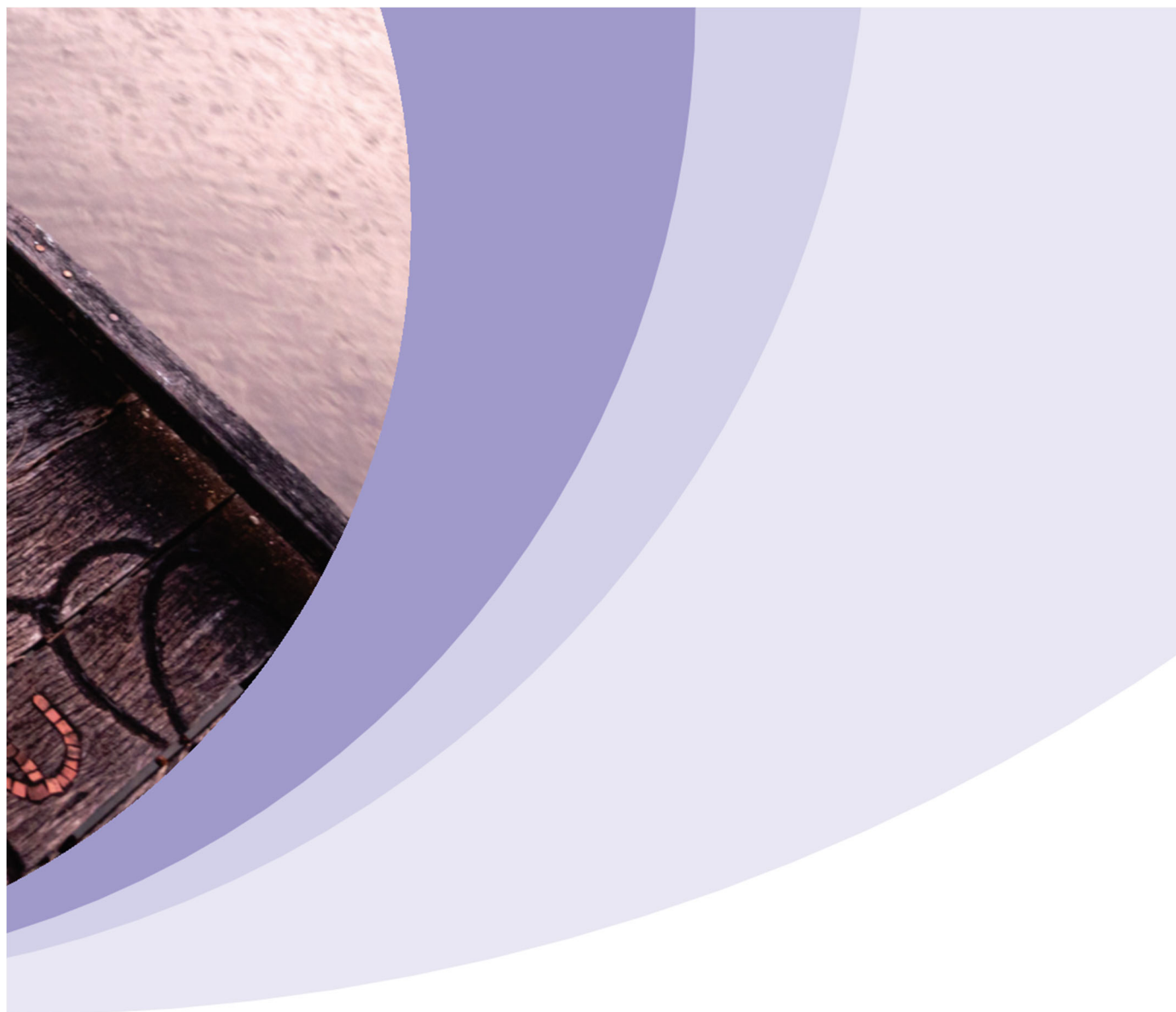
Animating Wollongong - Public Art Strategy 2022-2032 Draft



*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

Sparking 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.

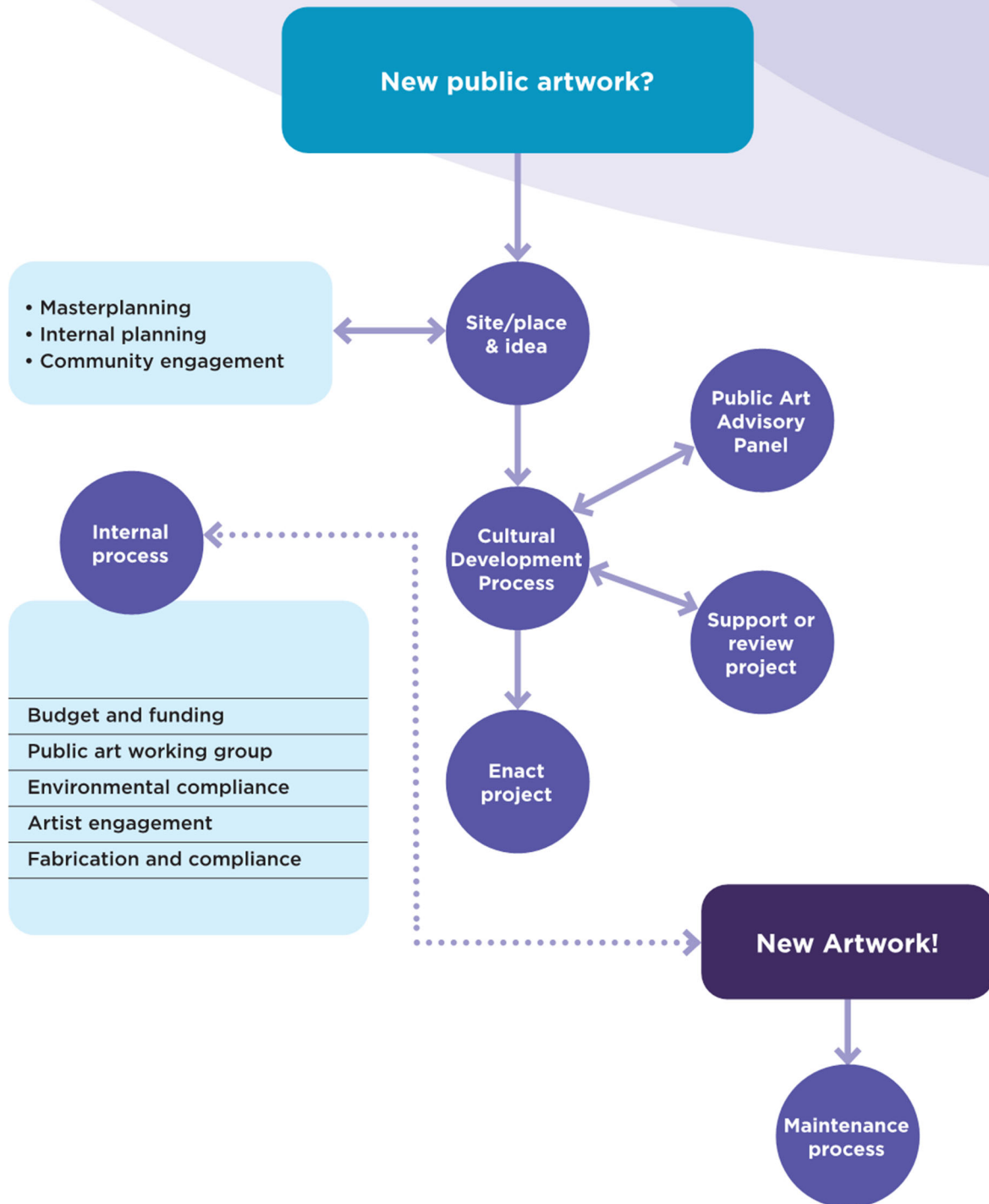
This work is carried out by Wollongong City Council staff, aided by the Public Art Advisory Panel.

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	Champion 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				
	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				

Action		Implementation Plan Action	Responsibility	Short	Medium	Long	Ongoing
	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				
	4.2.4	Integrate public art opportunities when undertaking Town Centre Plans in line with the Public Art Toolkit	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



OUR WOLLONGONG JOIN THE CONVERSATION



Animating Wollongong 2022-2032

Draft Public Art Strategy

Engagement Report

October 2022

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The information in this report is based on data collected from community members who chose to be involved in engagement activities and therefore should not be considered representative.

This report is intended to provide a high-level analysis of the most prominent themes and issues. While it's not possible to include all the details of feedback we received, feedback that was relevant to the project has been provided to technical experts for review and consideration.

Executive Summary

Council asked the community to comment on the Draft Public Art Strategy 2022 – 2032. The Draft Strategy was developed to renew the vision and approach for public art in the Wollongong Local Government Area (LGA) for the next ten years. This includes why and how Council is involved in public art, and how the community can benefit by supporting and investing in public art. The Draft Strategy is underpinned by the five Guiding Principles of Belonging; Opportunity; Place; Elevate and Value. It also identifies four key focus areas that will inform the actions for delivery over the next 10 years; Engagement and Experience; Place; Artform and Materiality and; Infrastructure and Planning.

Engagement details

The engagement was undertaken from 1 August to 29 August with key stakeholders and the community notified through email, media releases, newsletters, Illawarra Mercury Community Update, Council website and Council social media posts. A project page was created on the Our Wollongong website with links to the draft Public Art Strategy 2022-2032, the previous engagement for the Guiding Principles, engagement tools including online survey and online public art gallery. Corflute signs with QR codes linking to the engagement page were placed at 12 sites across the LGA close to public art works and high foot traffic areas. A public art tour was held in the Wollongong CBD for interested community members and an online information session was facilitated for creative and artist industry representatives or individuals. A workshop and tour was also conducted for a school group.

Engagement Participation

The community were invited to provide general feedback on the draft Public Art Strategy and comment on the key actions. 28 submissions were received from the community, including 21 via the online feedback form and seven emails.

Seven artworks were submitted to the online gallery page. The project page had 418 unique views. 12 people participated in a public art tour in the Wollongong CBD and three people representing artist or creative groups attended the online information session. 180 students from Wollongong Public Primary School participated in a tour and workshop.

What we heard

Submissions and comments were received from individuals, artists, creative groups and an organisation that runs social health programs. Many provided support for the Strategy itself, and/or for public art in the Wollongong LGA and welcomed a longer-term co-ordinated approach. People commented that public art enlivened the City and enabled creative ideas and expression.

Comments and suggestions to improve the City's approach to and experience of public art included:

- Supporting collaborations and partnerships with local artists and creative communities and improving / prioritising opportunities for local artists.
- Greater opportunity for the community to engage with, interact with and learn more about public art and specific art works.
- Better and more integrated planning for public art across public and private developments and projects across the LGA.
- Drawing upon local creative and design expertise to drive the creative vision for the City.
- Provide leadership and education in the social, community and economic benefit of a creative city.
- Greater alignment with Council and other strategies and policies such as climate and sustainability, healthy streets and UNESCO.

Some feedback raised concerns relating to the Strategy and public art generally. These included:

- The language and messages used in the Strategy is not clear, too generic and too bureaucratic.
- The Strategy doesn't provide enough ownership or support creative licence for local artists and creatives.
- Wollongong lags behind other regional Council areas in creative vision and foresight.
- A small number shared dislike of all the public art in Wollongong.

Feedback was received about the focus areas, key actions or suggestions for implementation of the Strategy. These included:

- Different ways to explore public art through various trails and tours.
- Specific ideas for public art works in specific areas, or sites.
- Greater inclusion for different types of artists and types of art e.g. street art, poster artists, temporary art.
- More transparency in public art processes, more equitable processes.
- Acknowledgement of First Nations culture and heritage.

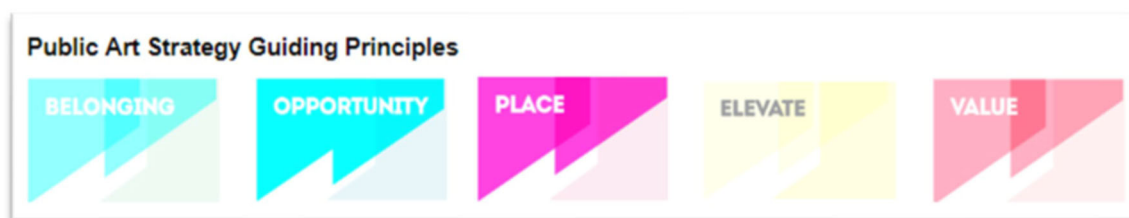
During this engagement, much of the conversation whether through submissions, verbal conversations or on social media, was dominated by the artwork "Illawarra Placed Landscape" by Mike Hewson.

Background

The existing 'Animating Wollongong' Public Art Strategy 2016-21, was endorsed by Council in March 2016 and has reached the end of its timeframe. The Strategy and accompanying guidelines (informed by best practice research) set a framework for collaboration across Council, and directions concerning the design and management of public art and engagement in the cultural life of the City.

The current Strategy was due for review in 2021 and the development of a new Public Art Strategy was identified as a key action in the delivery of Council's Creative Wollongong 2019-2024 "Develop a new Public Art Strategy that would include West Dapto".

In 2021, Council worked closely with the Public Art Advisory Panel (PAAP) to develop the Public Art Strategy Guiding Principles. Feedback on these Principles was then sought from the arts and general community. The submissions received mostly supported the draft Guiding Principles with particular mention of inclusiveness and connection to space and place. Other suggestions received included wording and language to provide better clarity and meaning. All feedback was considered in finalising Guiding Principles. The Engagement Report is included as Appendix 1.



Using the Guiding Principles, the new Public Art Strategy 2022-2032 has been developed. The Strategy will guide the vision for public art in the Wollongong LGA for the next ten years including why and how Council is involved in public art, and what we can achieve by supporting and investing in public art.

The Strategy identifies four key focus areas that will underpin the actions for delivery over the next 10 years:

- Engagement and Experience
- Place
- Artform and Materiality
- Infrastructure and Planning

Stakeholders

Stakeholders identified prior to the start of the engagement period included:

- | | |
|--|---|
| • Public Art Advisory Panel | • Chambers of Commerce |
| • Other business owners | • Register of Interests – Arts and Culture and Business |
| • Local art galleries and artists groups | • Neighbourhood Forums |
| • Creative and artists communities and individuals | • General community |
| • Local business community | |

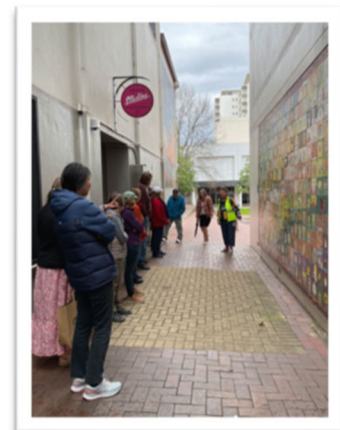
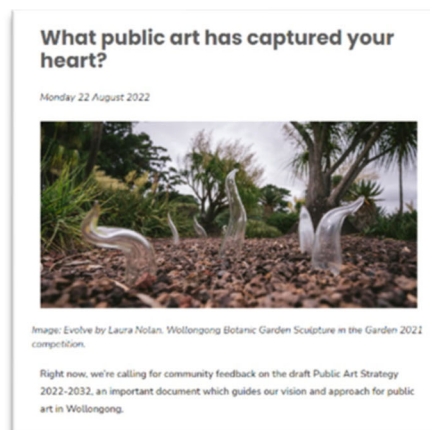
Methods

The engagement for the Draft Public Art Strategy was designed to:

- Increase interest and awareness of public art in the Wollongong LGA
- Increase understanding of what public art is or can be, and its purpose
- Seek feedback from the arts and general community on the draft Public Art Strategy 2022-2032.

A variety of communication and engagement methods were used to raise awareness in the general community of public art across the LGA and to inform diverse community groups. Specific events were targeted towards creative and artistic communities and individuals to explain the details of the Strategy and seek specific feedback from interested artists and creatives. These methods included:

- Emails and e-newsletters promoting the engagement were sent to key stakeholders including artists groups, creative groups, galleries, Neighbourhood Forums, business and Chamber of Commerce, with the invitation to share through their networks
- Emails and/or newsletters were sent via Council networks including the Community Development, Youth Services, Art Gallery and Botanic Gardens
- An [engagement webpage](#) with a survey; interactive art gallery and registration for an art tour
- Digital homepage banner on Council's website
- Events listing on Council webpage
- Corflute signs with QR code link to engagement page, were installed at 12 locations where there are significant pieces of public art
- Hardcopy information available at all libraries
- Illawarra Mercury Community Update
- Two media releases
- Social media promotions via Council social media channels
- A public art tour in the CBD for interested community members
- An online Information and Q&A session for interested artists or creatives
- A school tour and workshop for Stage 3 students at Wollongong Public School (refer to Appendix 1 – Feedback from Wollongong Public School Students)



Results

All stakeholders and the wider community were invited to provide feedback on the draft Public Art Strategy. The Illawarra Mercury published an online news story about the opportunity to comment on 26 August 2022 and shared details via their social media.

Engagement Participation

This section provides details on the participation in engagement activities and feedback received during the exhibition period. Details of the number of participants for each engagement activity are presented in Table 2.

Table 2: Participation in Engagement

Engagement Activities	Participation
Public Art Tour (community)	12
Online Information Session (targeted)	3
Student Workshop	180
Emails	7
Online Participation	
Aware – Total number of unique visitors who viewed the project webpage.	418
Informed – Total number of people who clicked a hyperlink, e.g., to download the draft Strategy.	180
Engaged – Total number of people who actively contributed to the project, e.g., by submitting comments via the survey or sharing images and comments about their favourite artworks	24

Submission results

The community were invited to provide general feedback on the draft Public Art Strategy and comment on the key actions. Twenty-eight submissions were received, and conversations were had with 192 people. 152 of the 180 Wollongong Public School students provided feedback. Many provided support for the Strategy and/or for public art in the Wollongong LGA. There were many suggestions on ways to improve the City's approach to public art regarding selection, collaborations and opportunities for local artists. Some provided specific suggestions or changes for consideration in the key actions. A small amount expressed disappointment in the Strategy, for reasons such as it was not well written, not thoughtful enough and it did not prioritise local artists or opportunities. A small number of people expressed their dislike for all public art in Wollongong.

Following is a summary the feedback received in writing and verbally at engagement activities.

In Support

People commented on how much they appreciated public art, expressing it is a wonderful way to bring art and culture into everyday lives in an increasingly urbanised city. Public art is viewed as allowing the community to express ideas, while brightening up public spaces and attracting tourism. Some people mentioned that Wollongong is already doing a good job with our approach to public art. They said the Strategy looked promising and a “whole of city” focus on public art is welcome. People want to see more funding for public art in Wollongong, and its planned inclusion in major projects across the LGA. Some commented on particular artworks they loved in the City.

Concerns

Some people did not like the Strategy’s overall approach or content, commenting that it was filled with ‘buzzwords’ and imagery but not enough meaningful or thoughtful direction. There was mention that the Strategy was too generic and could apply to any town or place rather than being specific to Wollongong. It was suggested the Strategy did not do enough to explain the purpose and benefit of public art to the community.

Concern was raised that the Strategy relied too much on administrative and bureaucratic processes and applying arbitrary guidelines. It was suggested it should instead enable local artists to maintain ownership over art and be involved in decision making. These processes were viewed as being reflected in the “bureaucratic doublespeak” language used in the Strategy and that it should adopt plain language, e.g., “professional practice opportunity” could be replaced with “paid work for local artists.”

Some comments suggested that the selection process for public art needed to be improved as “not all art is equal.” Others indicated they felt it was all terrible and a waste of money. There is a view public art should be better curated and planned to avoid poorly planned and randomly located artworks as an afterthought. It was suggested that international artists or ‘out-of-towners’ were prioritised to the detriment of local artists. Some felt the sculptures and murals across the City were not interesting, and worried about the impact of their maintenance and degradation.

There were comments made that Wollongong is lagging behind other regional Councils and areas in creative vision and foresight for the City. It was suggested that more should be done to take advantage of, and harness, the creative talent in the City. It was suggested that public art should be integrated and incorporated as standard process across all projects and everyday inclusions.

Providing support for artists and creatives

The importance of creating and ensuring opportunities for local artists was raised. It was suggested that support for emerging artists and opportunities to collaborate, share skills and knowledge with each other, and work in partnership with Council should be provided. We heard comments that people found it hard to know what opportunities were available and Council resources and processes seemed to favour more established or well-known cultural organisations or producers. Ideas for supporting both artists and cultural vibrancy were offered such as public places for posters, that would support and celebrate temporary ‘soft form’ public art, to promote social activity or enable social, cultural and political messaging. There were comments suggesting the Public Art Advisory Panel is not necessarily representative, nor is it an effective and transparent way to include artists voices in decision-making.

General considerations

It was suggested the draft Public Art Strategy should be clearer in supporting other strategic commitments or look to improve and enhance Council practices in implementation. These include:

- Incorporating “healthy streets” indicators or approaches, such as provision of shade and shelter, places to stop and rest and active transport options that can all be complemented within the implementation of the Strategy e.g. functional sculptures that provide seating/shade, trails that can be explored on foot or bike.
- Improve alignment within Council processes, including with designers and planners to consider public art (and funding) at the earliest opportunity of projects in the Infrastructure Delivery Program. Use internal experts to support this and provide capacity-building opportunities for other teams in Council regarding the benefit of and process of incorporating of art and culture in public space.

There was various suggestions and ideas for actions and implementation to improve the experience of public art, including:

- Opportunities to learn more about the context of artists and artworks
- More art trails and diverse trails that can be explored in different ways
- Greater opportunities for different artforms

There were requests to see more opportunities for the community to learn about existing public art works and why it creates social, cultural and economic benefit. Some would like to see Council leading and supporting public art initiatives that ensure a vibrant and creative City.

Feedback on specific focus areas and actions

Collated suggestions received across the submissions are presented in more detail in this section, according to the four focus areas. There were also some specific comments received against key actions.

Focus Area - Engagement and Experience

- Use public art as a messaging/education tool on key social and/or topical issues to inspire community action, e.g. climate change.
- Provide signage on key artworks to provide context and understanding – this adds value and appreciation of artworks for the community.
- Keep public art varied and eclectic.
- Introduce thematic painted pathways.
- Provide more opportunities for street art – rundown buildings could be quickly enlivened with temporary or permanent street art and artists.
- Have lots of trails, different versions of trails, coastal, walking, cycling, art walks in the City connected by pathways, cultural trails across the LGA celebrating Aboriginal heritage.
- Make information available online on public art installations (including map).
- Have more artwork along the Blue Mile and coastline.
- Have more interactive art spaces and works.
- Offer guided experiences of art and community events that engage community and residents with artworks.
- Hold public art tours on the weekend.
- Keep art in the community’s mind – things like art tours or trails, otherwise people forget what is there or do not look around.
- Acquire high-quality signature or key artworks for the City.

- Allow for more community engagement in selection i.e., public voting on selections of key artworks or allow community comment on artworks before they are installed.
- Better promotion of new and existing opportunities for artworks and artists.
- Include poster poles/plinths or similar across the City - they bring great cultural vibrancy, offer opportunity to different artists (drawers, screen-printers, small-scale art producers) and are great temporary artworks.
- Public Art Advisory Panel (PAAP) should have general community representation as well as experts.
- Greater transparency for PAAP – selection, experience, training, level of interest and influence.
- More resources, promotion, advocating for local artists.
- More opportunities for local artists.
- Use a process that creates open and direct communication between local artists and Council.
- Rely less on the same local cultural producers, provide equitable opportunities.
- Offer more opportunities for emerging artists.
- Support establishment or collaboration of different local artists to share skills and knowledge.
- Support harnessing of older and established artists e.g. for mentoring or collaborations.
- Promote opportunities and offer more support – many artists do not know the Strategy exists, or where to find information on how to apply for work, grants etc.

Feedback Specific to Engagement and Experience Actions

Action		Feedback received
1.1	Improve information and communications about the public art collection	Stronger focus on participatory public art. Engage with community members in the planning and creation of art. Consider opportunities for public selection of artworks through voting.
1.1.2	Align public art messaging with Council's branding	Clarity needed around what the brand is, who does it apply to and who decides what it is? Who decides whether a piece of art fits the brand, and what happens if art 'questions' the brand?
1.1.3	Acknowledge and promote the work of local creatives and emerging artists delivering public art outcomes in Wollongong"	How will this be done and with what budget? How will local creatives be included / selected?
1.2.1	Ensure the PAAP has a diverse membership base and is supported to provide Council with independent curatorial and industry advice	Ensure that community organisations and members are also aware of opportunities to participate in the selection process and how to put themselves forward. Transparent criteria and process for selection based on achieving best results for local artists.
1.2.2	Deliver artworks that celebrate the local Aboriginal community's deep knowledge and ongoing connection to Country. Explore opportunities to work and learn from Elders and custodians	Informed by the values and insights of Traditional Owners.
1.2.4	Deliver public artworks that showcase Wollongong's rich and culturally diverse communities	No mention of historical artwork installations in key strategic areas. Public art should interpret local history, heritage and identity.

		Wollongong has a rich history of coal mining, industry and fishing.
		Share local stories and themes (e.g. miners/fisheries) in addition to Indigenous art.
1.4.2	Explore opportunities for nature based Public Art in Council's open spaces, parks and reserves	<p>Brisbane City Council helps to preserve and communicate Aboriginal cultural heritage through initiatives such as bushland culture trails e.g. Brisbane Public Art Strategy.</p> <p>Highlight public art that strengthens pride of place / sense of place by incorporating "Healthy Streets" indicators:</p> <ul style="list-style-type: none"> – Shade and shelter - consider functional art that offers shade and shelter in the Strategy. – Places to stop and rest - consider functional sculptures/seating as a part of the Strategy. – For people who choose to walk and cycle - consider physical activity as a strategy to redesign neighbourhood streets to make them appealing, something to see and do on foot or by bike.

Focus Area - Place

- Establish expert advisory board.
- More opportunity for Culturally and Linguistically Diverse (CALD) and First Nations projects.
- Ensure gender equality and diversity in acquisition and provision of opportunities.
- Create lots of trails, place-based trails, cultural and heritage art trails, trails that allow for different modes of exploration - coastal, walking, cycling, art walks in the City connected by pathways.
- Collaborate with local community groups for appropriate and place-based art.
- Poster poles, plinths etc. throughout the City – temporary and 'soft' form of art that celebrates the cultural life of the City or is specific to the place and/or location while creating opportunities for local artists.
- Artwork that explores and celebrates Aboriginal culture and heritage, both visual and sound.

Feedback Specific to Place Actions

Action	Feedback received
2.1.6 Continue to develop and deliver on the Hill 60 Masterplan. With public art additions to the Ngaraba-aan Art Trail	Identify further areas beyond Hill 60 for cultural trails (e.g. Puckey's Estate, escarpment, coastline etc)

Focus Area - Artform and Materiality

- Have more art with natural materials, greenery to address all the concrete.
- Use different materials in sculptural and other art, including water fountain, mosaics.
- Have temporary displays.
- Have more wall murals.
- Use more colour in sculptures (less steel, plastic).
- Have more murals and digital hoardings.

Focus Area - Infrastructure and Planning

- Include monuments and war commemorations in public art planning.
- Develop clear plans for acquisition, maintenance and decommissioning (significance of how works degrade in the public space).
- Have appropriate inclusion and consideration in planning i.e. master planning, new developments
- Find ways to subsidise or support, encourage public art into new developments.
- Implement a process where the board and Council can work directly with local artists to identify quick-turnaround projects that would support local and emerging artists (cost-effective for Council, exposure for new artists).
- Allocate clear budget for maintenance, including monitoring and cleaning.
- Incorporate public art across every single project across the LGA. It should be part of standard design and planning.
- Leverage of existing and planned events, e.g. UCI to build better and great design opportunities.
- Implement and incorporate broader policies and strategies such as UNESCO cultural policies and relevant NSW state government policies.
- Use internal and external experts.

Some feedback and comments received were very specific to events or sites. These are included here:

- The Botanic Gardens is not a sculptural theme park, all the sculptures clutter up the gardens.
- Sculpture in the Gardens has decreased in quality and curation with each year - quality, selection and display of these works should be more thoughtful.
- Consider Windang Bridge sidings and the whole of the Windang area for public art projects.
- Would like to see artwork installed on the noise reduction wall travelling along Mount Ousley Road and freeway. Consider 3-D murals or artwork along this wall that acknowledges Aboriginal culture and heritage that can be complemented by listening to the stories (available via Sydney Trains website).
- Create and promote art vandalism / damage reporting service (could coordinate this with graffiti reporting).
- Dapto High School would like assistance to establish an outdoor sculpture park along Mullet Creek and school entrance.

There were also some suggestions to look to other councils who were exploring public art in innovative ways. These suggestions included:

- Brisbane City Council, who provide several different trails exploring Aboriginal Cultural heritage, art and local history.
- Hobart City Council, with their poster art opportunities at the docks;
- Other regional and rural Council areas, including Geelong, Bathurst and Newcastle who have deliberately invested in their cultural and creative industries for community, social and economic benefit.

Feedback from children and young people

Council engaged with 180 local primary age children to participate in a Public Art Day that included a city centre public art treasure hunt, feedback session and hands on making workshop.

Two questions were posed to the students to feedback on. This is a summary of their responses:

Q.1. What impact do you think public art has on the everyday lives of people in Wollongong?

- Art brings colour and vibrancy to the City
- Contributes to creativity, inspires artists and people to be creative, imagination

- Let's people express themselves
- Creates opportunities for new and young artists
- Can explore problems or messages so people can talk about it
- Exposes people to different methods and types of art
- Can explore cultural diversity, educate us on Aboriginal culture
- Can attract tourism and can support local business
- Creates safety and comfort in public spaces
- Is welcoming, sense of community and belonging
- Makes the City look less blank, dull and boring – 'boring grey buildings'
- Can be controversial but that's okay

A few people didn't know what they felt about public art, and some expressed they didn't like it. Some believe public art has no impact, and they have not heard people talking about and never see anyone stop to look at it.

Q.2. If you were in charge of public art for Wollongong, what would you like to see?

More colour and abstract work

- A variety of types to appeal to everybody
- More artwork in many places, where it is really visible, across the LGA
- More trees, natural art or works that explore nature, nature-based art or uses the landscape
- Works that explore heritage and culture, first nations, history, wars etc
- More people looking and enjoying art artworks
- Art that involves the community, that we can add or contribute to, collaborations
- Art by young people and teenagers, more opportunities for children
- Art that reflects the community and themselves – belonging
- Explores topical themes, explores Australia - thinking
- Big sculptures that can be viewed from different areas, art in green spaces
- Different materials, art 3d, lights, digital, murals, mosaic art, street art, art that lights up at night, touchable interactive arts, that encourage exploring, functional art, eco friendly
- More Aboriginal art, multicultural art, art by diverse artists – gender, culture, age etc, LGBTQI
- Creative and innovative ways to display art
- Art with political messaging – educate people, spread messages

This feedback, while received after the close of the engagement period, has been considered and will continue to be a source of data to help inform Council's approach to Public Art in the City.

The Palm Trees

As part of submissions, and conversations with community members, many people raised what they call 'the palm trees in the mall' – Mike Hewson's "Illawarra Placed Landscape" artwork. The majority of all social media commentary across Council social media posts regarding the Public Art Strategy alluded to this artwork. (Many Council social media posts not related to public art or creative Wollongong, also attract a significant number of comments about this work).

This artwork continues to dominate the local conversation around public art with issues continually raised, including:

- The cost of the artwork and its maintenance.
- The opportunity was not offered to a local artist.
- The trees should be 'freed' or 'released.'
- It is a ridiculous artwork and a waste of public funds.
- It is a symbol of Council's poor decision-making and being out of touch with community needs.
- Calls to remove the artwork.

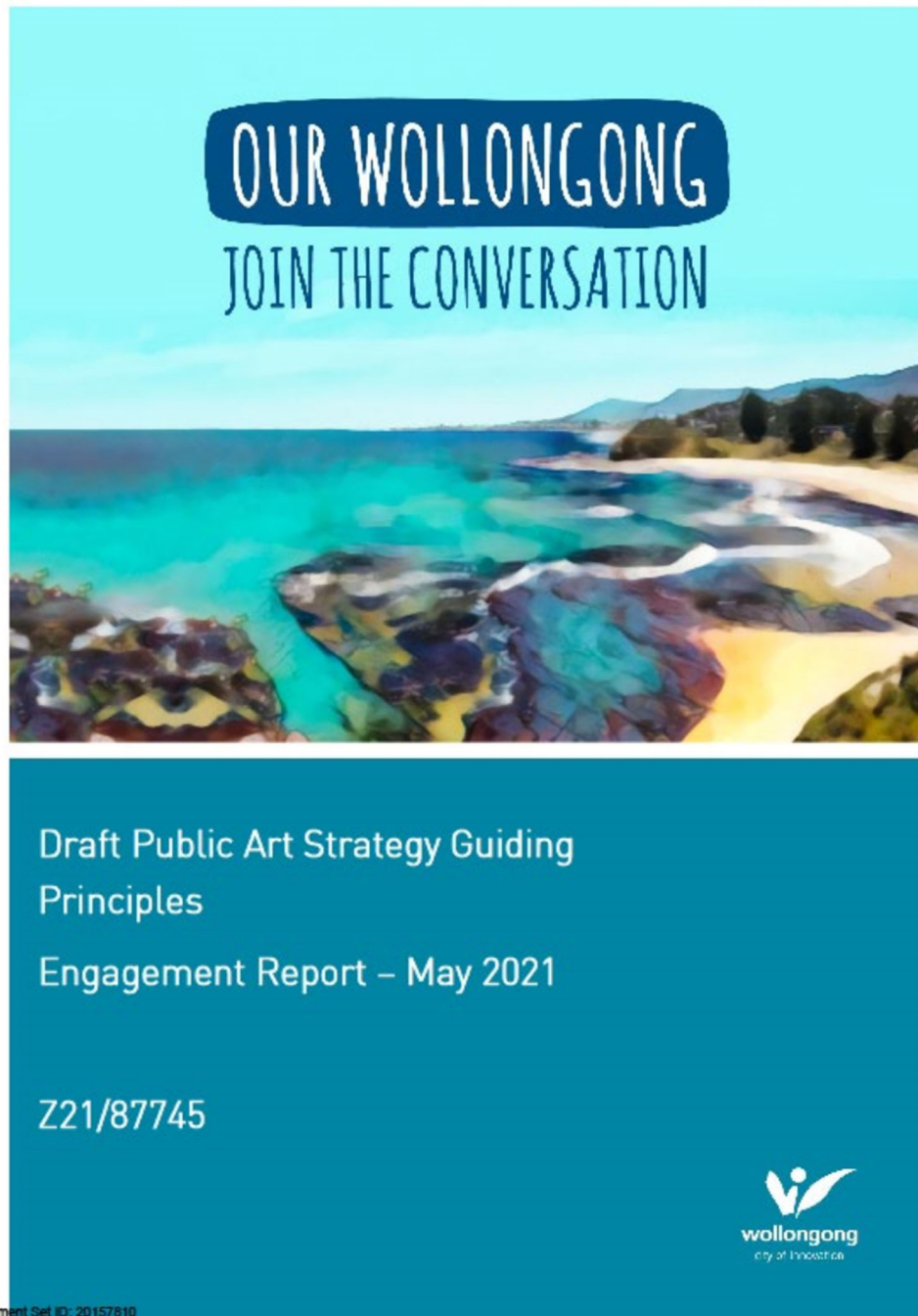
Support for the artwork was also provided. They mentioned:

- Its interactivity particularly for children and families
- It is a conversation piece and creates strong emotions as public art should.
- Being familiar with the story and context of the work and the artist allows them to appreciate it more.

The ongoing reaction and conversation around this highly prominent artwork in the CBD may impact or influence the community's understanding or approach to public art more broadly.



Appendix 1 – Draft Guiding Principles Engagement Report May 2021



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Animating Wollongong - Public Art Strategy 2022-2032

DRAFT IMPLEMENTATION ACTION PLAN

1. Engagement and Experience

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

Action	Implementation Plan Action		Responsibility	Resourcing	Short	Medium	Long	Ongoing	Indicator/ Milestone
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	Existing operational budget					Image bank created # of images # of usage
			City Culture + Activation						
	1.1.2	Reflect Council's involvement with public art through communications and messaging	City Culture + Activation	Existing operational budget					# of communications noting Council
			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	Existing operational budget					# of opportunities for local creatives
			Communications + Marketing						# of opportunities for local emerging artists
	1.1.4	Deliver improved marketing and promotion of public art	City Culture + Activation	Existing operational budget					# of evidence of promotion
			Communications + Marketing						# of marketing and promotions each quarter
	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	Existing operational budget					# of socials clicks and shares per quarter
1.2 Ensure Council’s public art projects and programs are inclusive and that our diverse communities are represented,	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	Existing operational budget					# 3 meetings/ annum
									Diverse membership base targeted at panel renewal

supported, and engaged	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	Existing operational budget					# of projects developed
			Community Development + Engagement						# of relationships established
	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	Existing operational budget					# of community cultural engagements per annum
			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	Existing operational budget					# of public art works
			Community Development + Engagement						
	1.2.5	Develop public art professional practice opportunities, ensuring accessibility and inclusion for diverse communities	City Culture + Activation	Existing operational budget					# of opportunities delivered
			Community Development + Engagement						
	1.2.6	Champion public art innovation, development controls and opportunities for public art opportunities for private developers	City Culture + Activation	Existing operational budget					# of referrals evidence of promotion
			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	Existing operational budget					# of partnerships # of collaborations # of sponsorships
	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	Existing operational budget					# of successful grant applications
1.4 Ensure opportunities for public art are diverse and engaging	1.4.1	Deliver Sculpture in the Garden	City Culture + Activation	Existing operational budget					# of applicants # of entries into 'People's Choice Award' # of visitors to event
			Open Space + Environmental Service						
	1.4.2	Review Sculpture in the Garden	City Culture + Activation	Existing operational budget					Event review undertaken and recommendations on future iterations provided
			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	Existing operational budget				# of opportunities identified and projects produced
		Open Space + Environmental Service					
1.4.4	Investigate additional social media channels to broaden audience and artist reach	City Culture + Activation	Existing operational budget				Investigation and implementation complete # of quarterly reach including click throughs
		Communications + Marketing					
1.4.5	Develop and market a new public art trail via an accessible platform or format	City Culture + Activation	Unfunded				Research into existing channels Accessible public art trail developed Councils' corporate website public art page updated, including interactive map
		Events + Visual Strategy					
		Communications + Marketing					

2. Place

Public Art is embedded in citywide placemaking

Action			Responsibility		Short	Medium	Long	Ongoing	Indicator/ Milestone
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	Unfunded					# of opportunities delivered
	2.1.2	Develop a West Dapto Public Art Plan	City Culture + Activation	Unfunded					West Dapto public art plan developed
	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	Unfunded					# of Public Art Outcomes
	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	Existing operational budget					New process developed and implemented

	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	Existing capital budget					Warrawong + Helensburgh library and community facilities public art plan developed # of projects developed utilising agreed process
			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	Unfunded					# Public Art additions

3. Artform and Materiality

Ephemeral, temporary and/ or permanent Public Art is embraced

Action			Responsibility		Short	Medium	Long	Ongoing	Indicator/ Milestone
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	Existing operational budget					# of opportunities for Public Art created
			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	Unfunded					Hoardings bank established # of utilisation of hoarding bank images
			Development Assessment + Certification						

	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	Existing operational budget					# of new works
	3.1.4	Manage and maintain the city's collection of public artworks to ensure their long-term vibrancy and safety	City Culture + Activation	Existing operational budget					Scheduled maintenance delivered
			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	Existing operational budget					Policy and process updated and clearly communicated internally and to our community Existing artworks assessed against new process

4. Infrastructure and Planning

Public art is embedded and coordinated across new developments and projects

Action			Responsibility		Short	Medium	Long	Ongoing	Indicator/ Milestone
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	Existing operational budget					Updated policy communicated internally and to the community
	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	Existing operational budget					New Toolkit created and updated information generated and communicated
	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	Existing operational budget					Audit complete

	4.1.4	Communicate across Council to ensure all public art projects are planned, processed and delivered consistently	City Culture + Activation	Existing operational budget					Cross-divisional internal public art working group established
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	Existing operational budget					Environmental and sustainability priorities identified in public art briefs and scopes
	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	Existing operational budget					Draft LEP design excellence clauses progressed and endorsed
	4.2.3	Investigate opportunities to include requirements for Public Art Plans and public art in precinct scale development across the LGA	City Strategy	Existing capital budget					Opportunities investigated

	4.2.4	Integrate public art opportunities when undertaking Town Centre Plans in line with the Public Art Toolkit	City Strategy	Unfunded					# of opportunities identified at project initiation stage
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	Existing capital budget					Funds identified and quarantined at business proposal phase
			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	Unfunded					Internal council public art working group established Funds identified and quarantined at project initiation stage

	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	Existing operational budget					# of opportunities
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