

*Looking After
our Community*

MID-WESTERN REGIONAL COUNCIL PUBLIC ART PLAN

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Minute: 33/18

MID-WESTERN REGIONAL COUNCIL
COMMUNITY



TOWARDS 2030



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FRONT COVER IMAGE: 'MIDDLE AGED DANCE (AFTER WILLIAM KENTRIDGE)' BY INGRID MORLEY

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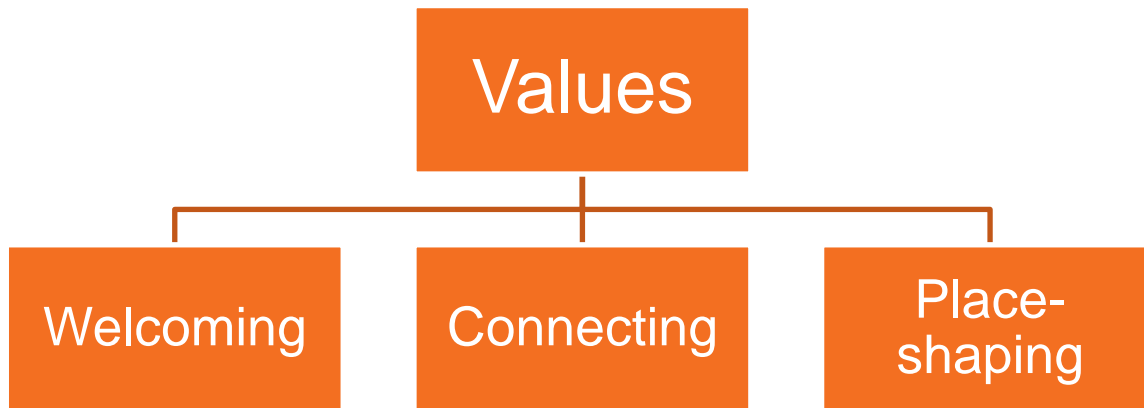
1. Background

1.1.1 Purpose of the Plan

This plan will guide how the Cultural Development Committee (or its sub-committee) work with Mid-Western Regional Council to develop a public art program that will enrich the life of public spaces, reveal new public spaces and inspire communal activities of all kinds.

1.1.2 Values

The plan is structured as per the diagram below. The principles provide the foundation for determining all the other aspects of the Plan.



1.2 Context

1.2.1 Community Plan

The Public Art Plan assists in the delivery of several aspects of the Mid-Western Community Plan.

The Community Plan identifies the following themes, goals and strategies which are served by this Plan:

Theme – Looking After Our Community

Goal – Vibrant Towns and Villages

Strategies

2.1 Respect and enhance the historic character of our Region and heritage value of our towns.

2.4 Maintain and promote the aesthetic appeal of the towns and villages within the Region.

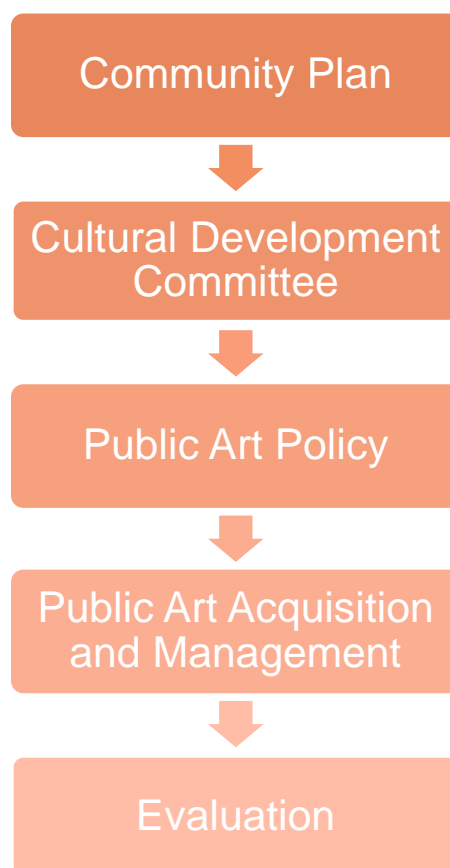
Goal - Meet the diverse needs of the community and create a sense of belonging

Strategies

4.1 Support programs which strengthen the relationships between the range of community groups.

4.2 Support arts and cultural development across the Region.

The Public Art Plan will be reviewed in line with the review of the Community Plan and incorporate any new principles the community identifies as being important in the future conservation growth and development of the Mid-Western Region.



1.2.2 The Public Art Policy

The Public Art Policy was adopted by Council on ***-.

This policy sets out Council's commitment to developing a public art program that reflects our natural and cultural heritage, engages with our community and adds value to our infrastructure, attractions and public amenity.

The Policy defines Public Art as:

"Public art may be in any medium, and form, created by a single artist, group of artists or artists working with members of the community. It may be permanent, temporary or ephemeral and will be located in a place easily accessed by the public."

The quality and uniqueness of public environments demonstrate a community's creative ability and its aspirations. Council recognises that public art, integrated with good urban design and landscape architecture can assist the region to be recognised as prosperous and progressive, and foster community pride.

Through this policy Council aims to:

- Develop and maintain a public art collection and program that is responsive to the region's natural and cultural history and which gives the region a distinctive voice;
- Encourage the participation in and appreciation of art by our communities;
- Add value to our infrastructure, attractions and public amenities; and
- Ensure the design, installation and maintenance of public artwork is in accordance with state and national standards of practice.

1.2.3 Cultural Development Committee

The Cultural Development Committee is a Section 355 Committee of Council and in accordance with its terms of reference:

Mid-Western Regional Council Cultural Development Committee will advise council on:

- The implementation of its Cultural Strategic Plan and any amendment of that Plan as required;
- The relationship between Council and Orana Arts or any other peak regional arts body as applicable from time to time;
- The NSW Arts and Cultural Policy Framework and any obligations and responsibilities of Council in relation to it;
- The maintenance, display and storage of Council's cultural collections;
- The use of cultural spaces and the needs and requirements of the cultural community;
- proposals, acquisitions and public art programs within the parameters established by this policy;
- The resources Council will need for the purchase, installation, including any ground works, development approvals, ongoing maintenance, restoration and insurance for new and existing works;

- Processes relating to the commissioning, procurement and de-accessioning of public art;
- Public engagement necessary for installations and programs;
- Funding, partnership and donor opportunities;
- Appropriate interpretation of public art for diverse audiences; and
- Council's Public Art Policy, in general, on a regular basis.



IMAGE: 'REFLECTION' BY PETER KASPER



2. Principles

The development and implementation of public art projects and initiatives in the Mid-Western Region is governed by the following principles.

2.1 Artistic Excellence and Innovation

To support the foundation of excellence and innovation in the region through public art that reflects a visionary experience through quality and innovation that affects and changes an individual. An art experience that adheres to the root of existing that can be permanent, temporary or ephemeral.

2.2 Building a Regional Identity

To support artworks that will form part of a comprehensive program that communicates, demonstrates and celebrates the distinctiveness and diversity of the Mid-Western Region.

2.3 Respect for Heritage

To give consideration to artwork that acknowledges and celebrates local history, cultural heritage, community and the environment. In addition, to support work that honours Wiradjuri culture and heritage with respect to community and place.

2.4 Access and Participation

To enhance the social value of our public domains and experiences through public art and place making.

To actively support outreach to villages and communities within the region through engagement and access to public programs that promote best practice public art commissioning.

2.5 Collaboration and Partnerships

Encourage collaborative outcomes and partnerships that will achieve high quality commissions which can extend the current benefits of the current public art budget, with partners such as:

- government and non-government stakeholders,
- local and regional arts bodies
- practising regional artists

2.6 Environment and Sustainability

To consider and support projects that explore and stimulate a dialogue about environmental and sustainability issues.

2.7 Tourism and the Visitor Economy

To ensure that public art supports tourism and the visitor economy and to support and facilitate art interventions in public spaces that help to build on the vitality of the region and showcase the creativity of the public art sector.



IMAGE: 'TAKING THE PLUNGE' BY STEPHEN IRWIN

3. Implementation

3.1 Locational Implementation

The Plan identifies three major drivers that public art can play in the development of the region which assist in identifying the most appropriate locations for the placement of public art. In selecting projects for the region it will be necessary that project relates to one of these locational drivers.

1.	Welcoming	<ul style="list-style-type: none"> • Welcoming cultures and communities to our region • Gateway statements for our towns and villages (road and air) • Important public amenities and facilities
2.	Connecting	<ul style="list-style-type: none"> • connecting places: linking existing landscapes and infrastructures to our communities • connecting people: through the creation of spaces which are or could become popular destinations and talking points because of public art; involving residents in the creation of public art • connecting ideas: connecting the creative communities
3.	Place-shaping	Creating new or enhancing existing public spaces or underutilised resources and assets - outdoor and indoor, through the creation of public art, either permanent (legacy), temporary or ephemeral. Sites might include major tourist destinations, public parklands, sporting facilities and the public domain generally, and may reference the histories of our town and villages.

3.2 Selection Criteria

- Reflect the Mid-Western Region cultural values of creativity, excellence, diversity, openness and accessibility, with reference to this plan and the Community Plan.
- Address the Public Art Plan principles.
- Be identified and selected through fair and transparent processes.
- Be implemented in accordance with the Public Art Policy and Guidelines.

Criteria	Weighting
Artistic merit	50
Relevance to project brief and Public Art Plan principles	25
Practical considerations, including safety, locational, installation and maintenance, Integration with proposed location and accessibility	25

3.3 Art Selection Process

The Mid-Western Cultural Development Committee is comprised of members who provide expertise on selection of artists and evaluation of artwork proposals.

The committee includes art professionals, community representation, and one Councillor. The composition of the committee is explained in the Public Art Policy.

Note: Under the Local Government Act, all projects must comply with Council's Procurement Policy.

There is a variety of selection processes and approaches for commissioning works.

Local Government (General) Regulation 2005 state that for contracts over \$150,000, local Councils are required to enter into the Tendering Process as outlined in Part 7 - Tendering.

Open Call

This is an open call to all artists and allows for a broad range of ideas, artistic experience and art practices. This process provides opportunities for a wide range of artists including younger or emerging artists, both local and national. For example, in an Ideas Competition, the project site and brief are advertised and artists are asked to send in concept proposals for a pre-determined site. A Committee-based selection panel will choose the winning proposal. This approach is suited to a wide range of projects and may include community-based Public Art projects; Council initiated projects and Legacy Projects.

By Invitation - Invitational Commissions for artists of regional or national stature

Artists are invited by the Cultural Development Committee to submit expressions of interest and resumes of previous work. Artists may then be asked to an interview or to submit proposals. This method is appropriate when looking for experienced artists for Legacy Projects or when the project requires specific expertise. These artists would be expected to work with the community and offer professional development opportunities such as workshops, artist talks and residencies.

By Curation

Public art curators can be invited to submit qualifications and proposals for selected artists for a significant project. This process can support both emerging and experienced artists and curators.

By the Development Process

The Cultural Development Committee may be approached by the private sector to provide advice about the inclusion of Public Art as part of the development process.

By Register

A register of qualified artists will be developed by the Cultural Development Committee based on a review of artists who respond to an open call. Artists may then be invited to apply for specific projects by the Committee at a later date.

By Collaboration and Partnerships

Encourage collaborative partnerships between government and non-government stake holders.

4. Partners

The Mid-Western Region benefits from an array of practitioners and partnerships that contribute to the vibrancy of the region and provide an opportunity for further development. Identified below is a number of significant potential and existing partners to assist in achieving its outcomes of the Plan.

Mudgee Underground

Clay Gulgong

Cementa

Sculptures in the Garden

Local Arts and Cultural Regional Arts Bodies, including Orana Arts

Rylstone Sculptures Inc

Other major events:

Mudgee Small Farm Field Days (rural public art, found materials, pop up happenings), Day on the Green, September Wine Festival (art in the galleries), Flavours of Mudgee, Rylstone Street Feast, Mudgee Readers' Festival, Henry Lawson Festival, Gulgong Folk Festival, major sporting events



IMAGE: 'HEAVY LOAD' BY DAVE WALSH

5. Delivery

5.1 Funding

The provision of public art works and public art projects may be funded from a variety of sources including corporate sponsorship, grants, community fund-raising and through Council's Operation Plan. At present Council has committed \$30,000 annually to the purchase of public art for the region. This figure encompasses the initial purchase, transportation, installation and ongoing maintenance expenses. In addition, \$10,000 per annum has been included in the budget for the establishment and ongoing support for a Public Art Prize.

Council is currently reviewing the Section 94 Developer Contributions Plan and will investigate options for the inclusion of public art in the Section 94 Plan. The Public Art Plan will provide the foundation for the investigation of its inclusion.

Where appropriate, grants will be sought for the provision and maintenance of public art.

5.2 Projects

5.2.1 Council Infrastructure

Opportunities exist for the incorporation of public art into the provision of Council Infrastructure. Where possible, projects will be referred to the Cultural Development Committee for input into the inclusion of art for Council infrastructure projects.

5.2.2 Temporary and Pop Up Installations

Opportunities are available for popup and temporary installations. Commissioning of such works will be subject to the selection criteria outlined in this Plan and a cost/benefit analysis.



IMAGE: 'TURBOSPHERE' BY JIM CROSS

6. Appendix

6.1 Site Selection/identification

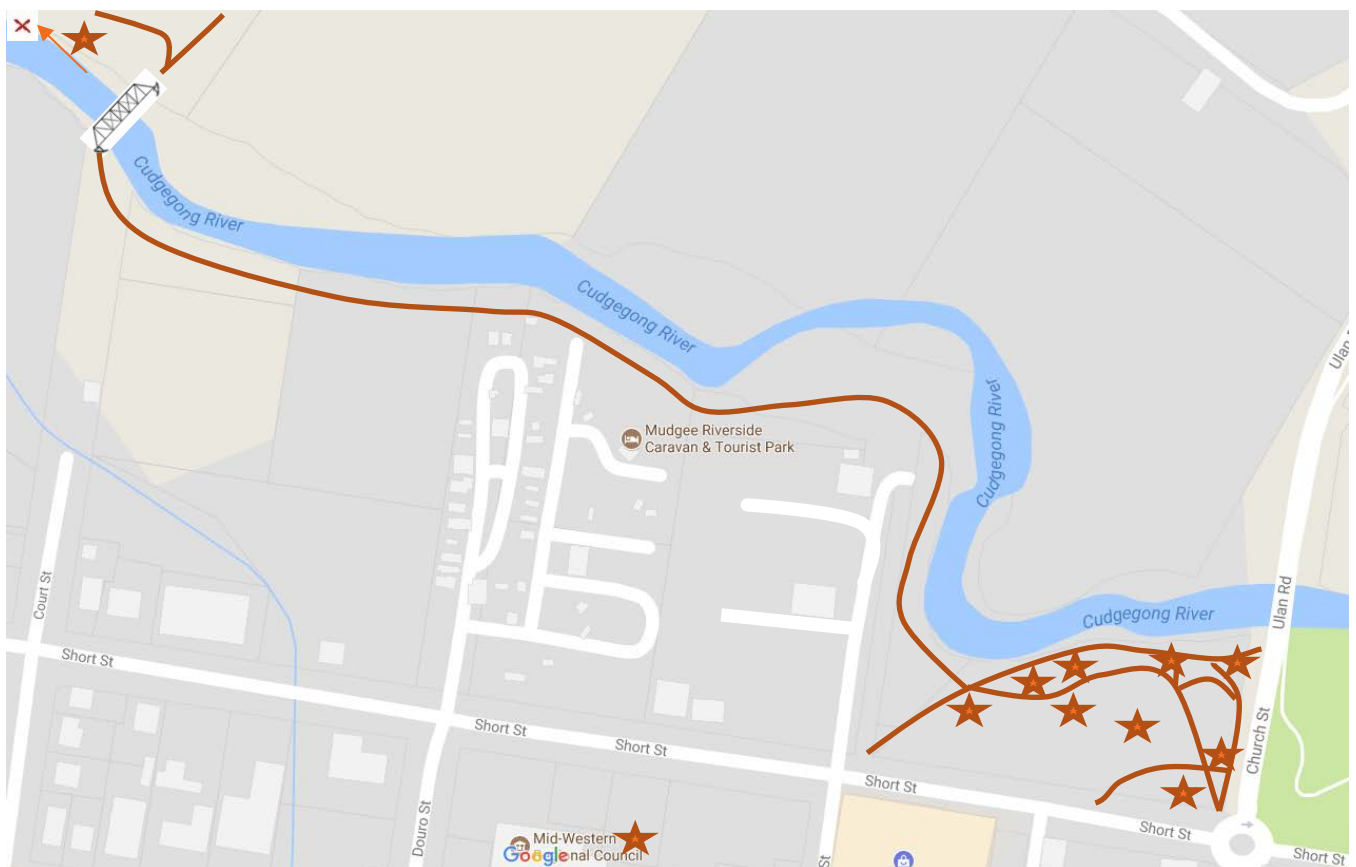
Currently, the site for selected works has been determined as Lawson Park West (and the adjacent walkway leading to the Glen Willow arboretum) with a number of works being installed on the site since 2014. There is scope for additional works there in future years.

Over time, other sites will be selected, including sites in Gulgong, Kandos and Rylstone.


Some of the suggestions for possible sites include:

- Town entrances
- Laneways generally in the CBD areas
- Entrances to major public buildings
- Reserves and Parks

6.2 Current installations



CURRENT INSTALLATIONS: LAWSON PARK SCULPTURE WALK, MUDGEE

KEY  GLEN WILLOW FOOTBRIDGE  WALKING PATH  SCULPTURE

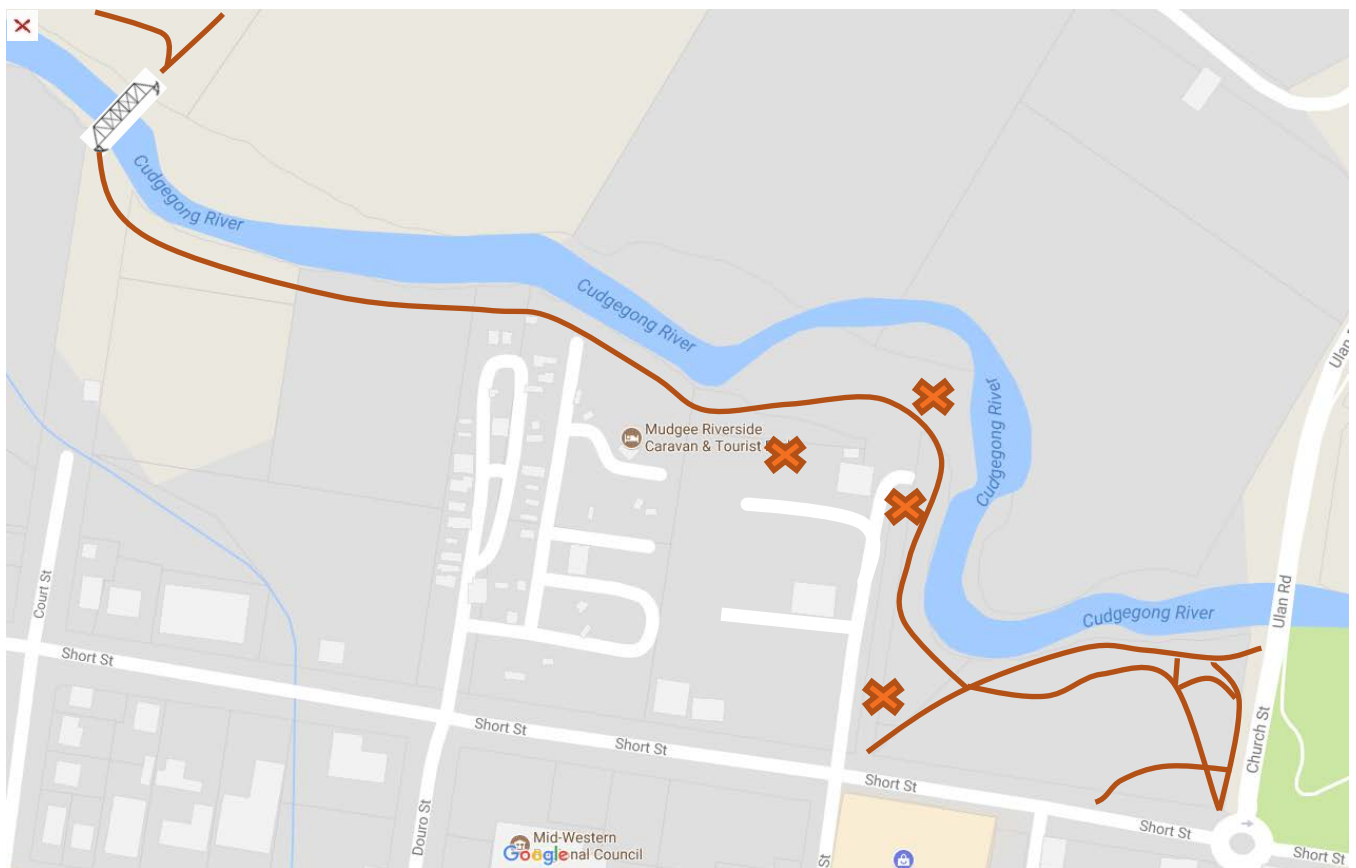
Works have also been installed throughout the region, including:

- *Hands Together* by Keith Chidzey - People's Park, Gulgong
- *Sentinel* by Ian Bell - Rocky Park, Rylstone
- *Bucket List* by Rhonda Castle - Bylong Valley Way (opposite Rathdowney Estate), between Kandos and Rylstone
- *Shaping Embarrassment* by Ana Paula Luna - Town Hall Square, Kandos
- *Water Birds* by Nardja Williams – Sammy's Flat, Rylstone
- *Kandos Centennial Sculpture* by Ludwig Mlcek - Kandos Park, Kandos

6.3 Potential future sites for public art

It is the intent of Council that the Lawson Park Sculpture Walk be extended beyond the current installations in Lawson Park West to alongside the footpath leading to the Glen Willow footbridge and then across Cudgegong River, extending beyond the bridge to the arboretum to the west of the Glen Willow Regional Sports Complex.

Subject to suitability of location and landscape, the following have been identified as potential installation sites for future artwork acquisitions along the extended Lawson Park Sculpture Walk:



POTENTIAL INSTALLATION SITES: LAWSON PARK SCULPTURE WALK, MUDGEE

KEY  GLEN WILLOW FOOTBRIDGE  WALKING PATH  POTENTIAL INSTALLATION SITE