



Animating

WOLLONGONG



Public Art

Strategy

2016 - 2021

Overview

## THE BENEFIT OF A PUBLIC ART STRATEGY

A clear vision, and a well thought out Public Art Strategy, is one way to ensure public art projects are delivered in a strategic manner which will provide maximum community benefit.

The need to prepare a new Public Art Strategy was identified as a key action within the Council's Cultural Plan 2014-18: *"to facilitate a regular program of temporary and permanent public art for the City which is integrated with the area's rich urban and rural character and cultural heritage"*.

This Strategy and its Guidelines have been informed by best practice research. This Overview provides quick reference of how the Strategy sets a framework for collaboration across Council and directions concerning the design and management of public/private space, quality and sustainable building design and processes, and engagement in the cultural life of the City.

### New Purpose and Directions

This Strategy is supported by guiding principles:

- **Cultivating, embracing and showcasing** Wollongong and region's unique strengths and characteristics.
- Promoting a **diverse, dynamic, creative culture** across the LGA.
- Strengthening **partnerships and collaboration** with key stakeholders and funding bodies.
- Adopting more **robust public art controls in the Wollongong DCP** and other strategic plans.
- Redefining the role and approach to the delivery of public art as an **integral part of Council's annual capital works program**.
- **Adding public art to the cultural animation and cultural programming**, including festivals and public events.



### Strengthening the role and contribution of major development and public art

The new Strategy and Guidelines commence the conversation on making public art an integral part of the development process for major development.

### Better measures and sustainability

Each of the action areas in the Strategy have key measures which explore the impact of the Public Art Program on **cultural and social wellbeing, and economic equity and benefits along with environmental protection** outcomes.

### Clearer Management and Guidance

**Public Art Working Group** - within Council, representatives from across business units will facilitate internal consultation and liaise to ensure alignment of public art projects with the strategy, policy and major capital works projects across the city and determine the suitability of proposed capital works projects.

**Public Art Advisory Panel** - The Panel will provide advice to staff on public art proposals for the city and the private sector. One of the Panel's key roles will be to provide the City with curatorial advice.

**For further information download the Public Art Strategy and Guidelines at [www.wollongong.nsw.gov.au](http://www.wollongong.nsw.gov.au)**

## PRINCIPLES AND APPROACHES

- **Integrate and Foster:**

  - Be a Leader, Resource and Collaborator for Public Art*

  - Council will be an effective leader in place-making through public art.**

  - By fostering and supporting the enthusiasm, ideas, talents and resources of organisations and individuals to help plan and deliver public art activity including seeking to influence the character and high quality of public art developed by others. This includes working collaboratively across Council.



- **Explore and Reflect:**

  - Wollongong's distinctive natural and built environments*

  - Public art activity will respond to the uniqueness and distinctive natural environment and built character.** Wollongong has a natural environment that few other cities can match with beaches, harbours, escarpment and rainforests. These all provide for an outstanding location of natural diversity. Additionally, Wollongong's changing built environment, the redefining of the Wollongong CBD, to other areas that retain the feel of a collection of villages and town centres each with its own distinctive characteristics, tells of the city's unique heritage and neighbourhood/identities.



- **Capture and Respect:**

  - The diversity, history and character of Wollongong's population*

  - Cultural, ethnic, and indigenous along with demographic diversity help define Wollongong today. **Public art activities will give expression to make visible and meet the place-making aspirations** of the City's diverse ethnic communities, rich history of indigenous peoples, and a strong youth culture. There is a strong connection between the work of art and its site, neighbourhood and its community or context. These give visibility to, and celebrate, Wollongong's distinctive Aboriginal identity and culture.



- **Engage and Challenge:**

  - The people of Wollongong into creative dialogue*

  - Play a role in challenging people's ideas, feelings and values.** Public art may confront what we know, think and feel; it may create mystery or intrigue; it may engage and provoke thought and inspire debate. It is memorable for its impact as a talking point and its power to stimulate the imagination.



- **Invest and Sustain:**

  - In cultural/entrepreneurial capacity, ideas and innovation*

  - Council will invest in the right capability and expertise: public art curation, management, planning, delivery, care etc.** Engage independent expert advice in the form of an advisory panel. Investing in local and regional artists, cultural workers and creative entrepreneurs; sustaining a local cultural ecosystem.

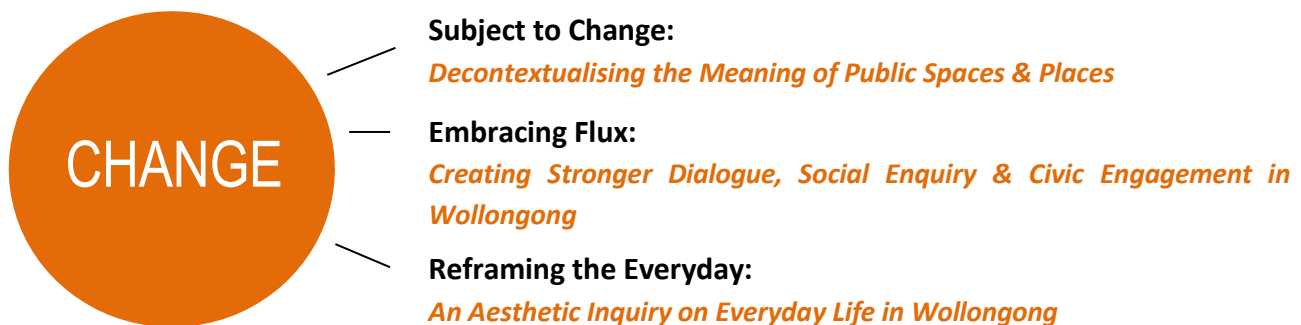


## KEY THEMES AND NARRATIVES

The Public Art Strategy reflects key themes, which are central to the future direction for not only arts but social, economic and environmental development across Wollongong and the Illawarra.

These broad and encompassing themes/narratives set out to provide a guiding framework to develop a connection to the place and its people. **These narratives are designed not to be overly limiting or too prescriptive. The role of the artist(s) and curator(s) is to further develop the Strategy's themes and ensure artistic input is integrated into the design approach through a multidisciplinary art-design approach where applicable.**

Embracing “Change” will become a driver as a part of a larger effort to stimulate cultural activity as a key component of the City's revitalisation.



The City will “Cultivate” and creatively include and engage artists, communities and businesses to activate public and privately owned sites that will have the ability to attract people into the City, and delivering on multiple benefits to community.



“Reclaim” in this sense is to inspire and engage people in communal cultural experiences’. It is also about increasing more creative interfaces between art and place.

