



PORT PIRIE REGIONAL COUNCIL PUBLIC ART PLAN 2021 – 2025

INTRODUCTION

The Council seeks to have its public art capture the spirit of our community, the unique characteristics and the qualities of our region that make it a great place to live, work and visit.

The Public Art Plan (Plan) sets out the strategies to develop our arts and cultural activities over the coming five years, with the aim to make a positive contribution to the health and social wellbeing of our community.

The Plan sets out a framework that will support activities to celebrate our social history, industrial heritage and our diverse cultures, including that of our First Nation, traditional Aboriginal owners, to tell the stories of the people and events that have shaped our community and to also share our aspirations for the future.

The aim is for our community to develop an understanding of the role of art, to create vibrant places by using the skills of artists, to bring our community spaces alive, to celebrate our character and to encourage pride in the appearance of our public spaces. We expect our public art to be bold, by encouraging a range of art forms and designs to stimulate conversation, to challenge our thinking and enrich our cultural experience.

This Plan positively contributes to the vision of the Port Pirie Regional Council Community Plan 2021 – 2025 to be a

“REGIONAL LEADER - ECONOMIC HUB - QUALITY LIFESTYLE - By 2030 the Port Pirie Region is the premier regional centre in South Australia.”

Outcomes of this plan include:

- **Greater understanding of the role of public art to tell our stories (more than a painting or statue);**

- **Seamless integration of public art into the design of our built environment;**
- **Greater awareness of art works in public places through interpretive and digital technologies to connect people through shared experiences and create memories;**
- **Strengthened partnerships and collaborations to support public art and arts activities.**

Strengthening and developing communities through investing in the arts is not new, as arts and culture activities contribute to a sense of wellbeing of a community by adding vitality to public spaces.

OUR REGION

The Port Pirie Regional Council is located in the Upper Spencer Gulf and the Southern Flinders regions.

The traditional owners of the region are the Nukunu people.

Our history is celebrated with local museums and the built environment displays connections to maritime, rail, industrial and military history.

Many members of the community are involved with service, sporting and recreational clubs which provide important social and community opportunities.



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PLAN PRINCIPLES

The Plan will be guided by following principles:

Collaboration and Consultation – Community engagement and collaboration are key components in the implementation of this Plan. Council values the contributions of the community to help understand, define and interpret local identity.

Innovation and Flexibility – Council will seek to promote originality, relevance and creativity when assessing public art concepts for the urban, natural and built environments.

Integration and Advocacy – Council values an integrated planning approach that creates synergies between artists, architects, planners, engineers, urban designers, landscapers and community aspirations.

Excellence – Art in the public environment must be well designed and of high quality in materials, construction, installation to reduce ongoing maintenance.

The Public Arts & Cultural Advisory Committee has a role to the guide the implementation of this Plan.

The terms of reference include:

- Encourage the inclusion of arts aspects into council projects;
- Advocate for an integrated planning and design approach;
- Public art and culture promotion, consultation and engagement with

the community.

They provide advice to Council on:

- strategy and plan development
- Identifying projects and locations
- Community initiatives
- Set scope and aims for projects
- Set selection criteria



GOALS AND KEY STRATEGIES

Vision

Our region will be recognised for public art that creates place identity, a positive image and local distinctiveness. It expresses community values, promotes our culture, supports creativity and articulates civic pride.

Goal 1: Our public art is a positive contributor to the identity of the region

Use art works such as sculptures and murals to tell our stories, create awareness of our history through working with the community instills meaning and identity to spaces and places.

Review plans for public spaces to make better use of opportunities for the integration of public art to influence design elements of Council infrastructure projects, to create distinctive urban landscapes and enhance our streetscaping by paying attention to the style of furniture and footpath paving, the design of our parks and gardens and landscape sculpture.

Research and document local characteristics, the diversity of knowledge, meanings and community aspirations to inform public art practice across the region.

Identify public facilities such as bus shelters, stobie poles, utility cabinets and public buildings that can be used as canvases for mural type artwork.

Develop public art guidelines that assist private developers to respond to the regions unique characteristics.



GOALS AND KEY STRATEGIES CONT.

Goal 2: Our community is informed about public art and inspired by the creativity of artists

Interpretive signage – research new technologies for innovative media channels Use a broad range of media channels and communication styles for effective engagement with the broader community.

Include our public art sites as attractions in the Discovery Trails.

Engage artists to support promotion of key messages in the delivery of council services.

Partner with local groups to support arts activities, facilitate arts development and participation.

Support CASA to provide a locally relevant entertainment program of films, Musicians and entertainers and support of local artist development.

Support the Port Pirie Regional Art Gallery to host a diverse exhibition program including touring and community art exhibitions, with outreach programs to provide opportunities for participation and life-long learning of our community.



GOALS AND KEY STRATEGIES CONT.

Goal 3 Be open and responsive to the creative influences of the broader community.

Foster art skills and capacity development for our local artists by facilitating and supporting arts development activities, diverse and accessible experiences where people can discover and participate in new and creative experiences.

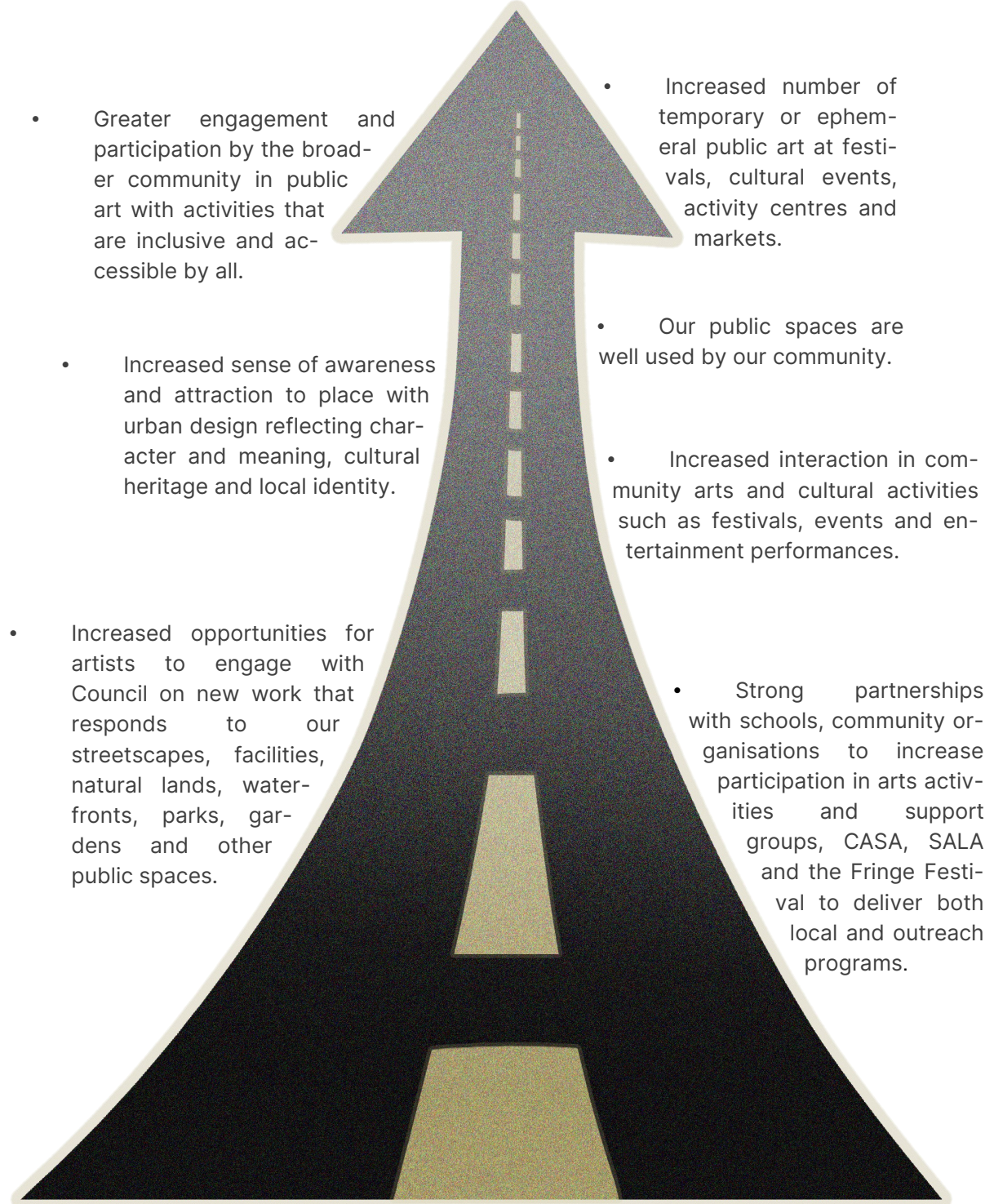
Facilitate opportunities for artists to create diverse and innovative art works and cultural experiences of ephemeral, temporary and permanent art types, exhibitions & performances.

Facilitate opportunities for partnerships with the community, education, business and private sectors, and to maximise external funding sources for art activities.

Facilitate opportunities such as mentoring for established, young and emerging artists and the groups within our community.



WHAT WILL SUCCESS LOOK LIKE?



ART FORMS



PUBLIC ART TYPES

- *Permanent* – Any work that is expected to have a multi-generational life span. This may include visual markers and entrance gateways, sculptures, memorials, building and architectural design elements, street and park furniture and paving art.
- *Temporary* – Any work that has a limited life such as at a special event or less than five years. This may include art such as a light and sound installation, land and environment art, billboard art, community, vertical and water gardens, stencil art and kinetic (moving) art.
- *Ephemeral* – any work that is transitory, changing or is in place for a short timeframe. This includes art that brings life, fun and interest to public spaces and events such as pop-art, platform art, street art, multimedia, circus, puppetry, readings, performance, busking, music, new media and technologies such as illuminations or projections.

Types:

Integrated: collaboration of art and urban design to respond to community identity and character, to aesthetically enhance the attractiveness of an area such as street furniture, lighting, paving and garden design

and landscape plantings.

Functional: designed for use such as seating, lighting, furniture, bollards, signage, rubbish bins surrounds, window treatments, door handles and carpets.

Site specific: designed specifically for a particular location such as a sculpture or a built feature.

Iconic: a stand alone or significant work where the artist's approach is largely independent of other considerations.

Interpretive: to describe or educate on the interpretation of a story or feature such as signage, pavement inlays, landscaping, murals and text based work, digital media.



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PORT PIRIE REGIONAL COUNCIL
PUBLIC ART PLAN 2021 – 2025

FACTORS TO BE CONSIDERED

COMMUNITY ASPIRATIONS	Heritage and history Cultural, Social, Environmental Local distinctiveness, image & future innovations
VISUAL QUALITY	Attractiveness Urban character Aesthetics – colour, texture, tone & the senses
SITE SPECIFIC	Patterns – layout, scale & space Symbolic space – physical & metaphysical Accessibility Unique features, settings & icons
FUNCTIONALITY	Activity areas Transport routes and pedestrian movement & interactions Land use patterns, zones & precincts Day and/or night use
SOCIAL & CULTURAL	Relevance, traditions, attachments Cultural meanings & ethics Sense of place Safety, security & comfort, social-cultural lifestyle, Cultural and industrial heritage, historical, topograph-
SUSTAINABILITY	Energy efficiency Recycling and rehabilitation Environmental quality Resource conservation
REGULATORY	Development Plan Local heritage and environment control plans and guidelines

SUSTAINABLE FUNDING MODELS

Securing adequate funding is the cornerstone of any public art program. There are a number of approaches through which to garner financial support for art. Three are recommended here:

- Public/Private Sector Collaborations - On the non-development side, opportunities for public art could be nurtured as part of the ongoing, existing local programs. A city or business could partner with these organizations to involve artists in:
- Designing gardens and plantings;
- Creating destinations in green spaces, along paths and at nodes, anchoring spaces for rest, recreation, play, and gathering;
- Installing art exhibits in vacant storefronts to improve a building's — and neighbourhood's — overall image; and Hosting exhibits in publicly accessible places, including municipal, state, and federal buildings.
- Percent-for-Art Ordinances - encumbers a percentage (usually 0.5 to 2%) of publicly funded capital works projects (not including external grant funding) per year for the commissioning of public art. Percent-for-art ordinances guarantee a funding stream for public art projects regardless of what happens to city budgets or arts funding. The policy also guarantees that public art projects can be planned each year in combination with the Capital Works budget.

- Set Budget Amount – Where a Council may allocate a set amount of budget each year for Public Art. It is an advantage in this model for a provision to be made that allows this funding to be 'banked' over a period going forward to allow allocation to a much higher cost-project if required.

Public art includes, but is not limited to, projects that:

- consider the social and physical context of the site;
- enliven our public places, precincts, buildings and meeting places;
- are located in places that are easily accessible by our community;
- can be built into the infrastructure of a site.

Places and spaces that build connections through arts & cultural experiences to positively impact on social wellbeing,

Enhance public spaces through the use of public art to Contribute to the ambience
Cultural traditions and cultural meaning
Community art – artists work with community to expression of values or aspirations, community engagement art, opportunities for young or emerging