



PORT PIRIE REGIONAL COUNCIL PUBLIC ART PLAN

2016 - 2020



"Art washes away from the soul the dust of everyday life" - Plato



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Mayor's Message

Public art generates a culture of creativity and helps to promote the image of a creative city. Artists' skills, visions and creative abilities imbue our city's spaces and places with a unique quality and enliven and animate space by creating a visually stimulating environment.

This publication provides an aspirational strategy for the development of public art throughout the Port Pirie Region. It underlines the importance of the visual arts in the public realm. It identifies the unique qualities of our region that make it a special place to live, work or visit. It raises awareness of the many opportunities for exploring and reinforcing the region's identity through public art.

Public art positively contributes to how the Port Pirie region is perceived. This publication is for everyone involved in developing and transforming the region's buildings and public spaces; developers, designers, communities and artists.

Executive Summary

Following the endorsement of its first Public Arts Policy by Council on 24 June 2015, a Public Arts and Culture Advisory Committee (formerly the Public Art Selection Group) was established to:

- Provide advice to Council and its officers on matters related to public art in the Port Pirie Region;
- Advocate for an integrated planning and design approach to new commissions;
- Expand public art promotion, consultation and engagement with the community; and
- Advise Council on building a sustainable permanent and temporary art collection in the Port Pirie region.

The Public Art Plan does not stand in isolation, but is linked to a number of Council plans including the Port Pirie Regional Council Community Plan 2016 – 2020; Long Term Financial Plan; Asset Management Plan; Public Art Policy 2015 and LGA Public Art Guidelines

The Port Pirie Regional Council Community Plan 2016 – 2020 and the Public Art Policy, provide strategic direction for a public art program that revitalises public places and spaces through connections with our history, cultures, stories and diversity. Projects included in this strategy will give local communities opportunities to engage with and interpret their environment in new and challenging ways.



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This Public Art Plan supports the vision contained in the Port Pirie Regional Council Community Plan 2016 – 2020, *“REGIONAL LEADER - ECONOMIC HUB - QUALITY LIFESTYLE - By 2025 the Port Pirie Region is the premier regional centre in South Australia.”* Specifically, this plan links to the Community Plan in the following way:

PPRC Community Plan 2016 – 2025 Goals	Strategies
Community Wellbeing	PPRC supports the community to be connected, linked, engaged, resilient and have an improving lifestyle and quality of life through the provision of a range of services and facilities throughout the Council area. Council actively supports activities and services in the Council area, well used community facilities, a vibrant and bustling Port Pirie CBD and Cultural Precinct, townships that are vibrant with activities in public and a high level of Civic pride.
Inclusivity	PPRC supports a community that actively participates in community life, volunteers and accesses community groups, activities and programs. The Council supports community organisations that encourage volunteering and promote opportunities for volunteering in the community and within Council. Council provides welcoming and accessible community facilities that offer diverse opportunities for community members to engage in cultural, recreational, sporting and lifelong learning opportunities.
Recreation and Sport	PPRC encourages increased physical activity, healthier lifestyles and community connectedness through recreation and sport. Council provides high quality sustainable sporting and recreation facilities; seeks opportunities for shared use to respond to the recreational and sporting needs of the community and creates quality adaptive and integrated open spaces.
Community Diversity	PPRC supports a community that respects and celebrates a rich diverse community with a strong identity. Council provides a range of services and facilities for youth and aged; encourages an appreciation and understanding of our diverse communities, history and culture; creates opportunities for people of all ages to participate in community life; celebrates culturally significant occasions and recognises and values the enduring culture and connection of Aboriginal and Torres Strait Islander people as traditional custodians of the land, and improve community wellbeing through active engagement and reconciliation.



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PPRC Community Plan 2016 – 2025 Goals	Strategies
Built Environment	PPRC supports a community that values and promotes its rich cultural and built heritage and provides pleasant, well designed environments (living, working, shopping and civic) that are enduring and sustainable. Council encourages a wide range of mixed uses and activities in community precincts; identifies and protects character areas and iconic sites; hosts and facilitates community and cultural events and activities across each year; provides inspiring, stimulating and welcoming public spaces that encourage interaction and meeting for residents and visitors to the region; attracts and supports cultural and creative organisations, businesses and individuals in our region and encourages development that enhance and complement existing characters, aspirations and the natural environment.
Place	PPRC supports the creation of a strong sense of Place within the City and each rural Township in the region. Council engages with the community to build on and harness the strong sense of community pride and develops gateway entries to communities reflective of the Township's sense of place.
Tourism	PPRC supports the Port Pirie region as a must visit destination. Council encourages and supports the development of additional tourism products within the region, including interpretive signs and centres, accommodation, trails and attractions, develops gateways to the settlements, enhances the amenity of the region through landscaping; develops connected trails linking key attractions such as the waterfront, museums, and the arts centre; and attracts and/or hosts major cultural and sporting events.



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Port Pirie Regional Council - "A Snapshot"

Port Pirie Regional Council is located in the Upper Spencer Gulf region of SA, 220km (approximately 2hrs) from Adelaide on National Highway One, close to nearby mining areas, and is the gateway to the Southern Flinders Ranges. Port Pirie Regional Council is located within the Yorke Peninsula and Mid North region of South Australia. The region is diverse with coastal and inland communities.

The Mid North area has a regional economy underpinned by primary production and processing, light industry and tourism activities, which is reflected in the region's variations in climate and landscapes. The Council region covers an area of 1,761sq kms in area, with a population of 17,648 people. The main city is Port Pirie with a population of 14,319 or 80% of the Council's population. There are a number of smaller towns such as Crystal Brook (population 1,259) and Napperby (253) while other smaller townships include Warnertown, Redhill, Koolunga, Nelshaby, Wandearah and Munderoo ((part of)) with remaining people living on rural properties. The Port Pirie region's economic base is founded on mineral resource processing, a vibrant agricultural sector and emerging tourism industries with the largest employing sectors being health care and social assistance, manufacturing and retail trade.

The origins of the region as a rail and sea transport hub are still evident and relevant today. These pioneered largescale industrial production in a hitherto rural landscape. The need to provide housing and other facilities for workers and managers resulted in the creation of an exceptional mix of industrial and rural landscape that has retained its qualities over a long period of time. The richness of this region's architectural heritage plays an important and influential part in our sense of national, regional and local identity. Historic buildings are a precious and finite asset, and they are powerful reminders to us of the work and way of life of earlier generations. The region also has long established rural and natural assets, a green and natural environment. The region's historic parks, landscaping and strong green infrastructure help connect the urban centres to their surroundings, leaking the urban identity into the country and the country back into urban centres.

Types of public art

- *Ephemeral* – Meaning short-term, any art form that is transitory, changing and exists for a brief time in the public environment. These may include 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 (for example Illuminations).
- *Temporary* – Any work that has a limited life such as at a special event or less than five years. These 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 art.
- *Permanent* – Any work that is permanently sited in the public environment. These works may include visual markers and entrance gateways, sculptures, memorials, building and architectural design elements, street and park furniture and paving art.



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Types of public art (cont'd)

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 not cordoned off to the public;
- can be built into the infrastructure of a site; and
- use best-practice public art commissioning practices.

Public Art Principles

Council will use the following principles to guide its public art strategy:

- Cultural Diversity – Port Pirie Region has been fortunately endowed with a wonderful cultural diversity.
- Collaboration and Consultation – Community dialogue, consultation and collaboration are key components in the procurement of progressive, engaging and dynamic artworks for the Port Pirie Regions environment. Council values the contributions and aspirations of residents and broader community to help understand define and interpret local identity.
- Innovation and Flexibility – Council will be flexible when assessing meaningful contributions to the urban, natural and built environments, promoting originality, relevance and creativity.
- Integration and Advocacy – Council values an integrated planning approach that creates synergies between artists, architects, planners, engineers, urban designers and landscapers.
- Excellence – Art in the public environment must be well designed and of the highest quality in materials, construction, installation and maintenance.
- Civic Pride – Council will support public art that will identify and care for place identity, a positive image and local distinctiveness. It will support the city's cultural life, express community values, promote creativity and articulate civic pride.



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Public Art Vision

'PORT PIRIE REGION IS A LEADER IN PUBLIC ART'.

Public Art Goals

The Port Pirie Region's Public Art Plan provides an effective implementation program supported by seven goal areas. These goals are explored further at Appendix One:

- Goal 1 - Recognition of Port Pirie Region as a leader in public art.
- Goal 2 - Effective planning, promotion and advocacy with the public and private sector.
- Goal 3 - Establishing public art as a positive contributor to the identity of the region.
- Goal 4 - Integrate public art into all major public works and buildings.
- Goal 5 - Developing and maintaining a community that is informed about and inspired by public art and artists.
- Goal 6 - Maintaining and managing the regions public art collection.
- Goal 7 - Establish sustainable funding and support to expand the region's public art.

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.



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Sustainable Funding models (cont'd)

- 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 costed project if required.

What Will Success Look Like?

- Increased opportunities for artists to engage with Council, making new work that responds to the Region’s streetscapes, activity centres, facilities, festivals, natural lands, beaches, parks, gardens and other public domains.
- Increased number and quality of temporary or ephemeral public art at Port Pirie Regional festivals, cultural events, activity centres and markets.
- Strengthened partnerships and collaborations in public art.
- Strengthened urban design, reflecting cultural heritage and local identity.
- Increased sense of place in the built and natural environments.
- Increased engagement and participation in public arts.
- Greater awareness of art in public places throughout the Port Pirie Region.

Appendices

Appendix One – Goals and Key Actions

Appendix Two - Public Art Action Plan

Appendix Three - Project Sites For Future Consideration



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Appendix One

Goals and Key Actions

Goal 1 Recognition of Port Pirie Region as a leader in public art

- 1.1 Deliver an effective five year program of coordinated public art projects/events.
- 1.2 Ensure the Public Art Strategy is the basis of the Council approach to public art across the region.
- 1.3 Develop the Port Pirie Regions profile as a leader in public art practice.

Goal 2 Effective planning, promotion and advocacy with the public and private sectors

- 2.1 Establish and implement a marketing and communication plan.
- 2.2 Develop partnerships with Federal and State Governments and private enterprises.
- 2.3 Develop guidelines that assist private developers to respond to the Port Pirie Regions unique characteristics.
- 2.4 Convene regular meetings of the Public Art Selection Group and provide regular reports to Council and the community.
- 2.5 Facilitate partnership opportunities for the community, education, business and private sectors.

Goal 3 Establishing public art as a positive contributor to the identity of the region

- 3.1 Maximise public art opportunities that reflect the unique and diverse characteristics of the region.
- 3.2 Encourage the use of local materials and resources when commissioning public art projects.

Goal 4 Integrate public art into all major public works and buildings

- 4.1 Engage new technologies and investigate emerging trends to ensure dynamic, challenging and innovative public art outcomes.
- 4.2 Investigate and implement opportunities for the inclusion of public art into private developments.
- 4.3 Investigate and implement opportunities for the inclusion of public art into major Council infrastructure projects.



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Goal 5 Developing and maintaining a community that is informed about and inspired by public art and artists

- 5.1 Research and document local characteristics, knowledge, meanings and community aspirations to inform public art practice across the region.
- 5.2 Use new technologies (social media) and communication styles to engage with the general public.
- 5.3 Create, maintain and publish a register of local and regional artists.
- 5.4 Support the development of local and regional artists.
- 5.5 Be open and responsive to the creative influences of the broader arts community.

Goal 6 Maintaining and managing the regions public art collection

- 6.1 Utilise 'Public Art – Making It Happen (Commissioning Guidelines for Local Councils)
- 6.2 Effectively manage new and existing public art works.
- 6.3 Implement a process for the registration, valuation and audit of public art across the Port Pirie Region.

Goal 7 Establish sustainable funding and support to expand the region's public art

- 7.1 Secure sustainable funding for public art by maximising internal and external funding sources
- 7.2 Develop a costed management plan for the region's public art.
- 7.3 Develop a long term funding model to integrate public art into the Capital Works Program.



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Appendix Two

Public Art Action Plan

Goal	Sub-Goal	Action	Timeline / Status	Priority
Goal 1 Recognition of Port Pirie Region as a leader in public art	1.1 Deliver an effective five year program of coordinated public art projects/events to ensure the Public Art Plan is the basis of the Council approach to public art across the region.	Draft Public Art Plan adopted	Completed May 2016	
	1.2 Ensure the Public Art strategy is the basis of the Council approach to public art across the region.	Review of Public Art Plan	Review 2019 – in progress	1
	1.3 Develop the Port Pirie region’s profile as a leader in public art practice.			
Goal 2 Effective planning, promotion and advocacy with the public and private sectors	2.1 Establish and implement a marketing and communication plan.	Engage with the Council Communications Officer to design and implement an ongoing communication plan		
	2.2 Develop partnerships with Federal and State Governments and private enterprises.	Seek grant funding for Arts and Culture Officer position at Council.	May 2016 – Achieved three year grant funded (approx. 50/50%) position.	
	2.3 Develop guidelines that assist private developers to respond to the Port Pirie Regions unique characteristics.			
	2.4 Convene regular meetings of the Public Art Selection Group and provide regular reports to Council and the community.	Ensure Terms of Reference are current.	Reviewed by PACAC in June 2019 Approved by Council October 2019 Next review 2023	
	2.5 Facilitate partnership opportunities for the community, education, business and private sectors.	Establish a partnership with John Pirie High School for a photographic project to photograph, tabulate and research all current public art in the Port Pirie region		4



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Goal	Sub-Goal	Action	Timeline / Status	Priority
Goal 3 Establishing public art as a positive contributor to the identity of the region	3.1 Maximise public art opportunities that reflect the unique and diverse characteristics of the region.			
	3.2 Encourage the use of local materials and resources when commissioning public art projects.			
Goal 4 Integrate public art into all major public works and buildings	4.1 Engage new technologies and investigate emerging trends to ensure dynamic, challenging and innovative public art outcomes.			
	4.2 Investigate and implement opportunities for the inclusion of public art into private developments.			
	4.3 Investigate and implement opportunities for the inclusion of public art into major Council infrastructure projects.	Engagement with the Infrastructure team		8
Goal 5 Developing and maintaining a community that is informed about and inspired by public art and artists	5.1 Research and document local characteristics, knowledge, meanings and community aspirations to inform public art practice across the region.	Engage with Aboriginal and Torres Strait Islander art community.		
	5.2 Use new technologies (social media) and communication styles to engage with the general public.	Engage with the Council Communications Officer to design and implement an ongoing communication plan	June 2016	



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Goal	Sub-Goal	Action	Timeline / Status	Priority
	5.3 Create, maintain and publish a register of local and regional artists.	Develop a Public Art section for inclusion in the Council website . Establish a register of local and regional artists for publication on the Council website.	May 2016 - Commenced.	
	5.4 Support the development of local and regional artists.			
	5.5 Be open and responsive to the creative influences of the broader arts community..			
Goal 6 Maintaining and managing the regions public art collection	6.1 Utilise 'Public Art – Making It Happen (Commissioning Guidelines for Local Councils)	Copies issued to all members of the PASG Committee Include this document in the Public Art Section of the Council website	Completed June 2019	5
		Conduct an audit of existing public art	September 2019	6
		Update website content: _ <ul style="list-style-type: none"> • Beach • CBD- street future (furniture) and murals • Crystal Brook • Memorial Park 		7
		Public Art Policy updated.	Reviewed by PACAC in June 2019 Approved by Council at OM November 2019 Next review November 2022	2



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Goal	Sub-Goal	Action	Timeline / Status	Priority
Goal 6 Maintaining and managing the regions public art collection (cont'd)	6.2 Effectively manage new and existing public artworks			
	6.3 Implement a process for the registration, valuation and audit of public art across the Port Pirie region.			
Goal 7 Establish sustainable funding and support to expand the region's public art	7.1 Secure sustainable funding for public art by maximising internal and external funding sources	Provide funding recommendations to Council for budget consideration	March 2020	
	7.2 Develop a costed management plan for the region's public art.			
	7.3 Develop a long term funding model to integrate public art into the Capital Works Program.	Identify and seek external funding for planned projects	Application for Playground Sculpture	3



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Appendix Three

Project Sites For Future Consideration

Strategic Priority Projects For Council 2016 – 2020

1. Develop Entrance Statements to the City and rural Townships.
2. Complete the waterfront project (including dredging, beach (water flow management), landscaping, Berth 3). Seek access across Flinders Ports land to provide a continuous connection.
3. Develop a network of walking trails within the Council area.
4. Focus on improved communication and customer service.
5. Implement the Port Pirie Regional Sports Precinct Master Plan.
6. Scope a project for a “theme park” – i.e. fishing and/or waterpark.
7. Energise the City and rural Townships by hosting festivals and attracting major events.
8. Implement the CBD rejuvenation project.
9. Formulate and implement a major rebranding of Port Pirie.

Major Capital Projects and Redevelopments – Identified potential sites for Public Art consideration

Central Business District [redacted] Sporting Precinct [redacted] Wandearah Wetlands [redacted] Augusta Highway Junction [redacted] Memorial Park

City Park [redacted] Centro Plaza [redacted] Cultural Precinct [redacted] Art Gallery