

PUBLIC ART STRATEGY 2020-2025



City of
Greater Geraldton
a vibrant future





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THE CITY OF GREATER GERALDTON RESPECTFULLY ACKNOWLEDGES THE SOUTHERN YAMATJI PEOPLES WHO ARE THE TRADITIONAL OWNERS AND FIRST PEOPLE OF THIS LAND. THE NHANHAGARDI, WILUNYU, AMANGU. WE PAY RESPECTS TO THE ELDERS PAST, PRESENT AND FUTURE FOR THEY HOLD THE MEMORIES, THE TRADITIONS, THE CULTURE AND HOPES OF THE SOUTHERN YAMATJI PEOPLES.

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Cover image: *Protected Memories*, April Pine.



OVERVIEW

The City of Greater Geraldton (the 'City') is home to an extensive collection of artworks, ranging from functional and integrated artworks, to new iconic commissions.

The collection is supported by a public art program which over the years has included initiatives such as Art Drive and more recently the Post Office Lane Lightbox Gallery.

Until the development of the previous Public Art Strategy (2016 - 2020), the Public Art Collection and program has grown organically, with works and programs delivered in response to short term goals and needs.

With the opportunity to revisit the Public Art Strategy comes the potential to leverage and reposition the existing collection.

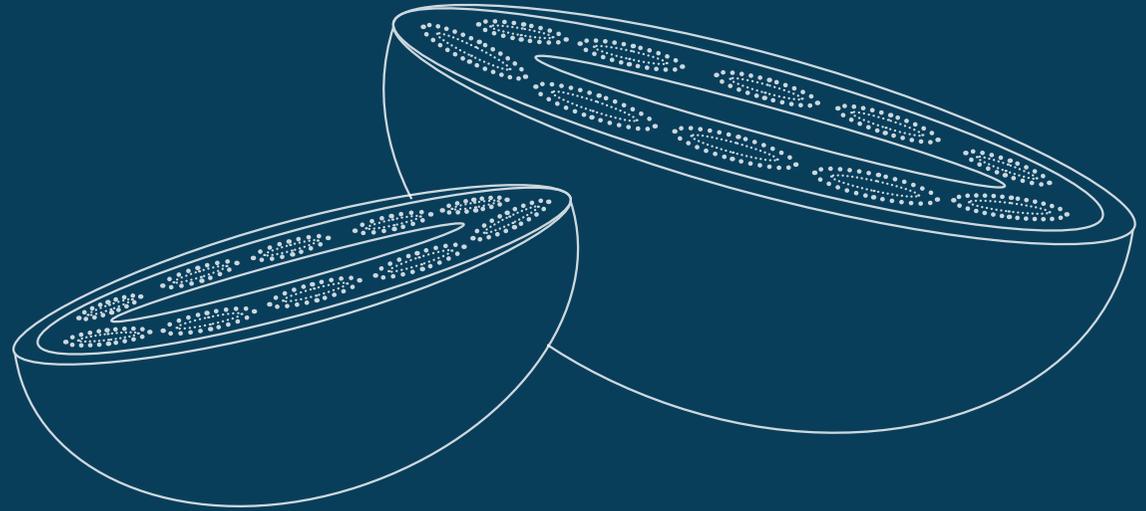
The new Strategy has been developed to take a long-term approach in order to consolidate, maintain and ultimately grow a cohesive collection of public art which acts as a visitor attraction and significant point of pride for locals.

In order to achieve this, a succinct and overarching vision is required, which will act as a guide for all future public art related activities to ensure consistency across the City over time. The vision is supported by practical actions which provide a road map for realising the City's goals.

Horizon, Lucy Humphrey.

THE PURPOSE

- Guide the planning, development and implementation of public art programming across diverse neighbourhoods, regions and communities.
- Provide guidance for future artwork commissions and procurement to ensure the collection is reflective of local community and best practice standards.
- Provide a framework for the management of the collection.
- Detail the objectives and principles for public art.



METHODOLOGY



STRATEGIC CONTEXT

The Strategy has been informed by the following documents:

STRATEGIC GUIDING DOCUMENTS

Community Strategic Plan 2017 – 2027

The Public Art Strategy supports the Community Strategic Plan's Vision, Mission and Values. The need for the Strategy responds directly to the following major goals:

Community

1.1 Our Heritage and the Arts

1. Recording, recognising and preserving our social, environmental and built heritage
2. Recognising and preserving Aboriginal heritage, history, traditions, languages and culture
3. Facilitating engagement in the arts in all its forms
4. Fostering and facilitating community and cultural events
5. Providing public library services to meet the lifelong learning and leisure needs of the community

The City's public art also has the capacity to contribute to Greater Geraldton's economy through employment for artists and visitor attraction. The following goal has been considered in the development of the Strategy:

Economy

3.2 Lifestyle and Vibrancy

1. Continuing to promote the City as the destination of choice for regional events
2. Promoting events and unique tourism experiences that aid in attracting visitors and investment
3. Revitalising the CBD through economic, social and cultural vibrancy

INFORMING DOCUMENTS

- Growing Greater Geraldton: A Growth Plan
- Creative Community Plan
- Geraldton City Centre Revitalisation Plan (TPG), 2017
- Operational Policy OP017 Geraldton Regional Art Gallery Collection
- Council Policy CP010 Procurement of Goods and Services

KEY PUBLIC ART DOCUMENTS

- City of Greater Geraldton Public Art Strategy 2016 - 2020
- Public Art Register extract

CITY OF GREATER GERALDTON CONTEXT

PEOPLE

The City has a population of over 38,000 residents, encompassing the coastal city with the rural townships of Mullewa and Walkaway, and incorporating the large rural areas of the former Shires of Greenough and Mullewa. It is the 3rd most populous place in WA after Perth and Bunbury. With a median age of 38, marginally higher than the WA average, the City is home to a slightly older population, with people aged above 60 years making up 20% of the population.

The traditional landowners of the area are the Wajarri Yamatji people. Aboriginal and Torres Strait peoples make up 10% of the City's population, and play an important role in Geraldton's community and cultural life. Compared to the State, Geraldton has a low proportion of people born overseas, with English born residents making up the majority of the City's overseas born population, closely followed by New Zealanders, South Africans and Philipinos.

PLACE

Geraldton's central city precinct, with its redesigned foreshore, is the key activity centre for retail and hospitality uses, providing distinct areas for community interaction and physical activity. Although the city centre is currently subject to shop vacancies, dynamic town centre initiatives over recent years have successfully brought life and vibrancy back into the city centre and foreshore area. Significant investment into Geraldton's Town Beach and foreshores have provided locals with opportunities to walk and cycle along the coast, with stop points to enjoy public art, significant views and a cup of coffee. Geraldton's Town Beach is home to some of Geraldton's most significant annual cultural events, including the Sunshine Festival, Harmony Festival and Wind on Water Fest.

Communities at Mullewa, Greenough and Walkaway play a vital role in the activation of the region, with arts and cultural groups, agricultural and wildflower shows, plus many other events, along with a strong connection and value of local heritage all contributing to the vibrancy of the City.

The City, with other parts of the Mid-West region, is brimming with both Indigenous and colonial history evident in landscapes, historic buildings, cultural records and traditions. Some of the most significant cultural and heritage precincts within Geraldton include the HMAS Sydney II Memorial, Geraldton Regional Art Gallery, Yamaji Art Centre, Queens Park Theatre, Point Moore Lighthouse, the Museum of Geraldton, Central Greenough, Greenough Museum & Gardens, St Francis Xavier Cathedral, the Church of our Lady of Mount Carmel, Walkaway Station Museum, Geraldton Cultural Trust, Geraldton Regional Library, Bluff Point Lighthouse Keepers Cottage and Birdwood House.

INDUSTRY

Business and employment opportunities within Geraldton are diverse, with local industries ranging from fishing to tourism, mining to agriculture, small business to government, and a comprehensive range of tertiary service industries. Due to its coastal and regional locality, the City's economy is driven by major industry investment and regional and international exports. Its field of diverse mining provinces (gold, lead, iron ore), its high value fish species, and surrounding broadacre intensive agriculture land including livestock, cropping and horticulture, make it one of WA's largest export terminals.

In terms of employment, the healthcare and social assistance sector is Geraldton's greatest field of employment followed by retail trade, education and construction.

In an attempt to improve Geraldton's tourism and commercial sectors, the focus for the future is to increase the market scale for food production, processing activities and marine services through the specialisation and clustering of niche food and cultural activities. The City also aims to enhance Geraldton's reputation as a desirable place to live, work, visit and invest through cohesive and integrated branding and marketing.

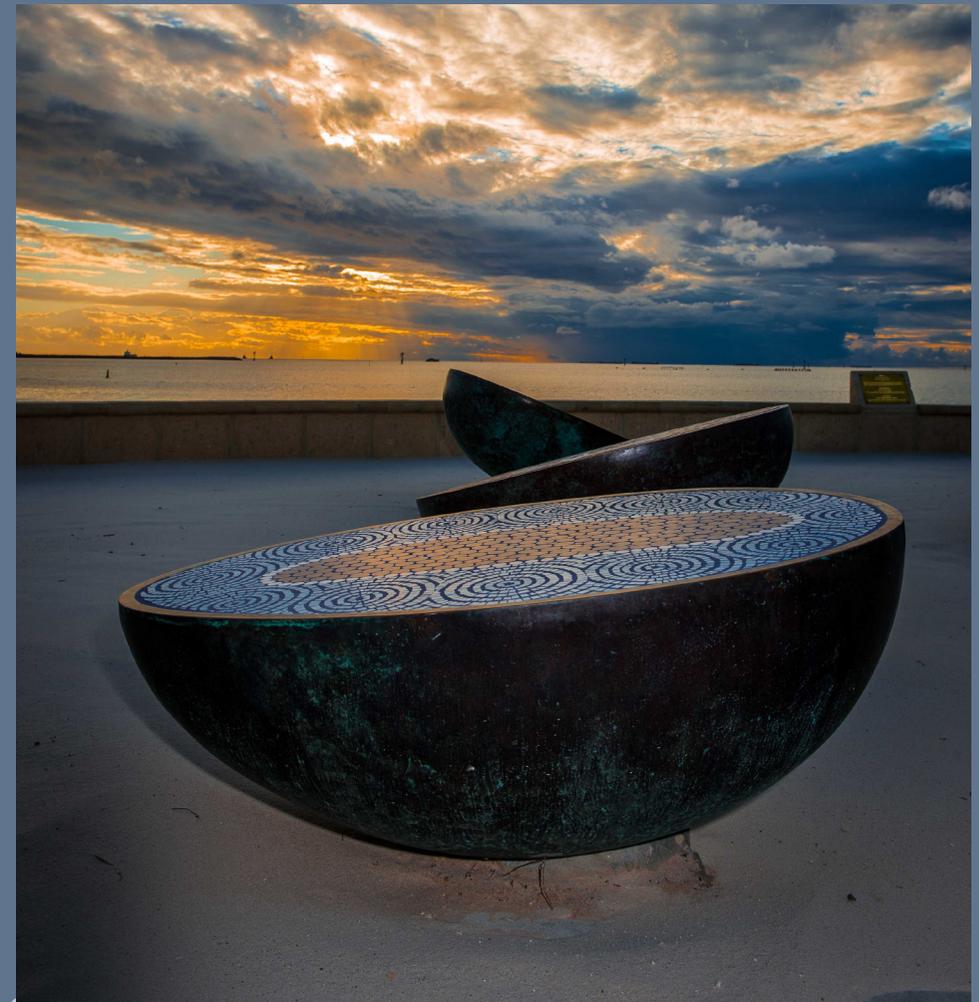
EXISTING COLLECTION AND PROGRAM

The current Public Art Collection provides important context for the Strategy. Whilst the quality and condition of the works in the collection vary widely, an initial high-level review of the collection demonstrates a commitment to the arts as integral to public amenity. With numerous works by local artists, the collection also provides an insight into the extent of the creative sector within the City of Greater Geraldton, and the depth and diversity of local stories to be told through art.

Key findings from the review of the collection, including the record keeping methods implemented to date, include the following:

- **Consolidation of the collection is required.**
A number of works are damaged or in need of immediate repair or removal, which points to the need for maintenance guidelines, decommissioning procedures and criteria
- **Record keeping is critical.**
Ensuring the right information is provided by artists at handover of artworks will ensure collection management and ongoing maintenance is streamlined and efficient.
- **Cohesion across the collection will come from procurement criteria.**
Theming, public art objectives and criteria will ensure new artworks are consistently of a high quality and can build towards artwork trails and themes.

The existing public art collection consists of the Post Office Lane Lightbox Gallery, along with a number of key statement public art pieces, which attract visitation and participation. However, there is the opportunity to develop these opportunities to act as launch pads for local artists looking to exhibit and undertake commissions further afield. Leveraging involves providing professional development opportunities to artists interested in applying. Ongoing support is needed following their involvement in the programs. As the success of initiatives grows, so too does the recognition of artists involved.



Ilgarijiri (Things Belongs To The Sky), Interpretation of Works by Margaret Whitehurst and Barbara Merritt.

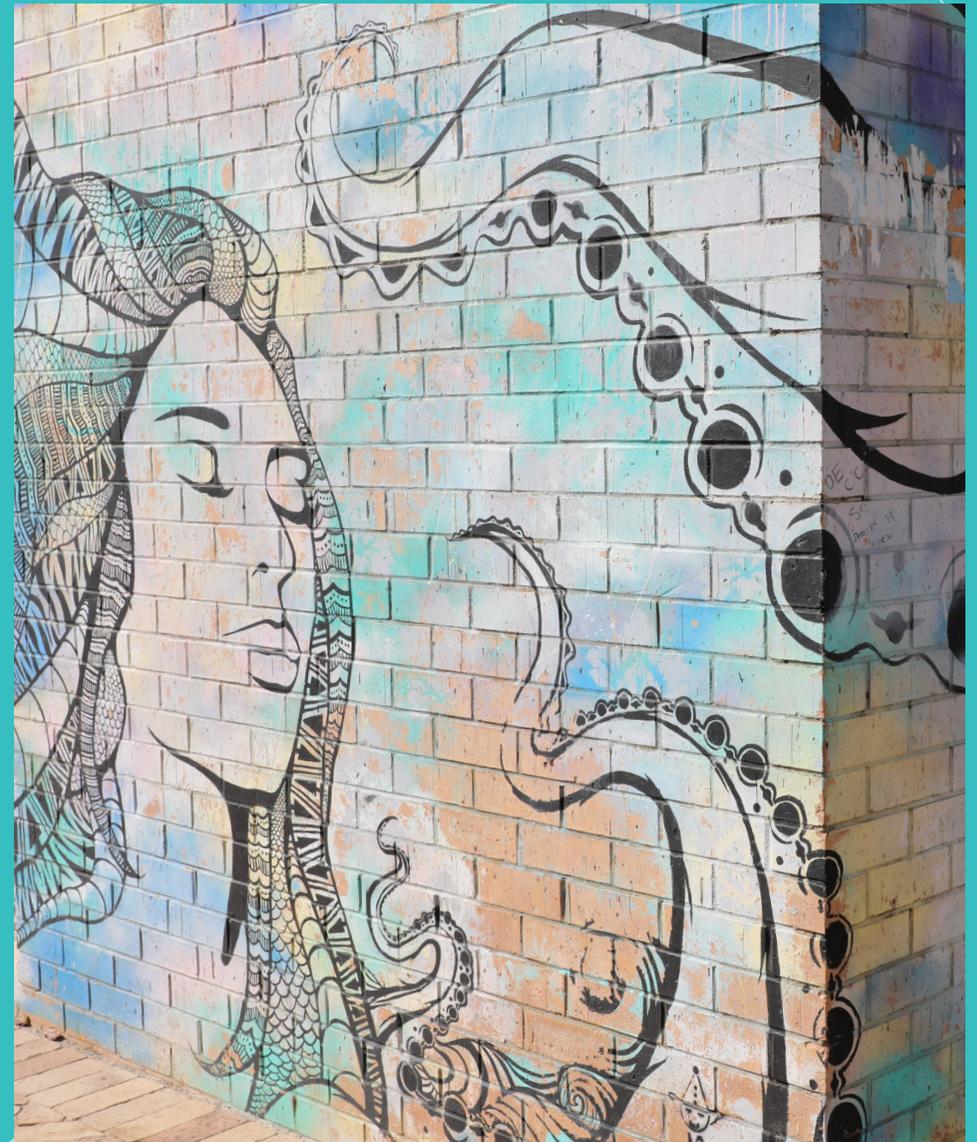
ENGAGEMENT SUMMARY

In late 2019 an online survey was circulated by the City to a targeted list of stakeholders seeking feedback on the direction and current provision of Public Art within the Local Government Area. The data collected from the survey directly influenced the Strategy, in particular the Vision and Objectives. Findings from the surveying and stakeholder discussions include the following:

- The importance of local cultural stories, including indigenous, to the identity of Greater Geraldton.
- The potential for public art-related programming to contribute to activating town centres and surrounds.
- The ability for public art to enhance the amenity and aesthetics of the public realm.
- The importance of maintenance to the collection to preserve much loved community icons.

Through the survey, conflicting messages regarding support and dislike of various artworks highlighted the fact that there is no single type of public art which will appeal to all of the community. The role of public art is to reflect local stories, create recognisable landmarks, and challenge perceptions. For the City, a focus on best practice procurement processes and collection management is the most effective approach to ensuring consistency in quality and outcome.

The full survey findings report can be found attached as Appendix A.



Mural along Marine Terrace

VISION & STRATEGY FRAMEWORK

VISION

The Strategy is structured around a high-level vision, which sets a benchmark for the quality and character for the City's collection and program.

OBJECTIVES AND PRINCIPLES

The Vision is supported by Objectives and Principles which underpin all activity, to ensure consistency and quality, and maintain a best practice approach.

ACTIONS

The Actions provide the roadmap to realising the City's Vision. The Actions are divided into short term priorities for immediate implementation, medium and long term for the City to work towards.

THE VISION

The City of Greater Geraldton is home to a public art collection and program which is engaging for residents and visitors alike.

The collection is a point of pride, adding value to the public realm by articulating local stories and creating recognisable landmarks, representing consistent quality across the City's many communities.

OBJECTIVES

The Objectives detail how public art contributes to the Greater Geraldton community. These Objectives act as a guide to new commissions and programs, ensuring public art resources are leveraged to achieve value.

Bring community stories and themes to life

The City of Greater Geraldton is hugely diverse, in terms of landscape, community, history and culture. There are stories passed down through generations, traditions which endure from early days of settlements, and deep connections to land for Wajarri Yamatji people. Public art which tells these stories provides a tangible representation of identity and community values.

Enhance public realm and infrastructure

For the City of Greater Geraldton, the creation of cultural trails, functional art and artworks which improve infrastructure will add vibrancy and enrich public space. The ongoing value of enhancing the public realm through integrated and site-specific art is in engendering community pride and ownership of the public realm, and ultimately in visitor attraction.

Develop the local creative economy

The City of Greater Geraldton is home to an outstanding community of cultural practitioners and creatives of varying levels of experience. Accessing this network through artwork opportunities for locals and professional development programs will develop and nurture this sector, leading to a better-connected cultural sector and facilitate partnerships and opportunities.



PRINCIPLES

The principles underpin the City's public art activities and management, providing guidance to ensure best practice is maintained.

INDUSTRY STANDARDS

Follow NAVA and ArtsLaw Guidelines for procuring and contracting artists. Standard sub-consultant agreements are not appropriate for public art commissions and often leave artists with inappropriate liability and warranty commitments. Following industry best practice guidelines and utilising existing contracting templates, tailored to suit commissions will ensure City of Greater Geraldton remains an attractive commissioning body for artists.

COMMUNITY INVOLVEMENT

Providing ongoing opportunities for the community to engage with public art commissions and programming will engender support and position the collection as a community asset. The Geraldton Regional Art Management Committee (GRAMC) is a Council appointed Advisory Committee which consists of Councillors, community representatives and City officers. The GRAMC is guided by Terms of Reference and plays an essential role in facilitating community involvement.

LOCAL ARTISTS FIRST

The Public Art Collection is an excellent platform for local artists to exhibit their works. The collection should represent a cross section of the City of Greater Geraldton's creative community, whilst also representing national and international artists. For significant artworks, an open tender process for artworks allows for locals and artists from further afield to submit. Commissions relating to sensitive local stories may be suited to local artists only.

CULTURAL INCLUSIVITY

Home to diverse cultures and demographics, it is important that the collection is inclusive and accessible to all, telling stories and reflecting themes from the community.

ACCESSIBILITY

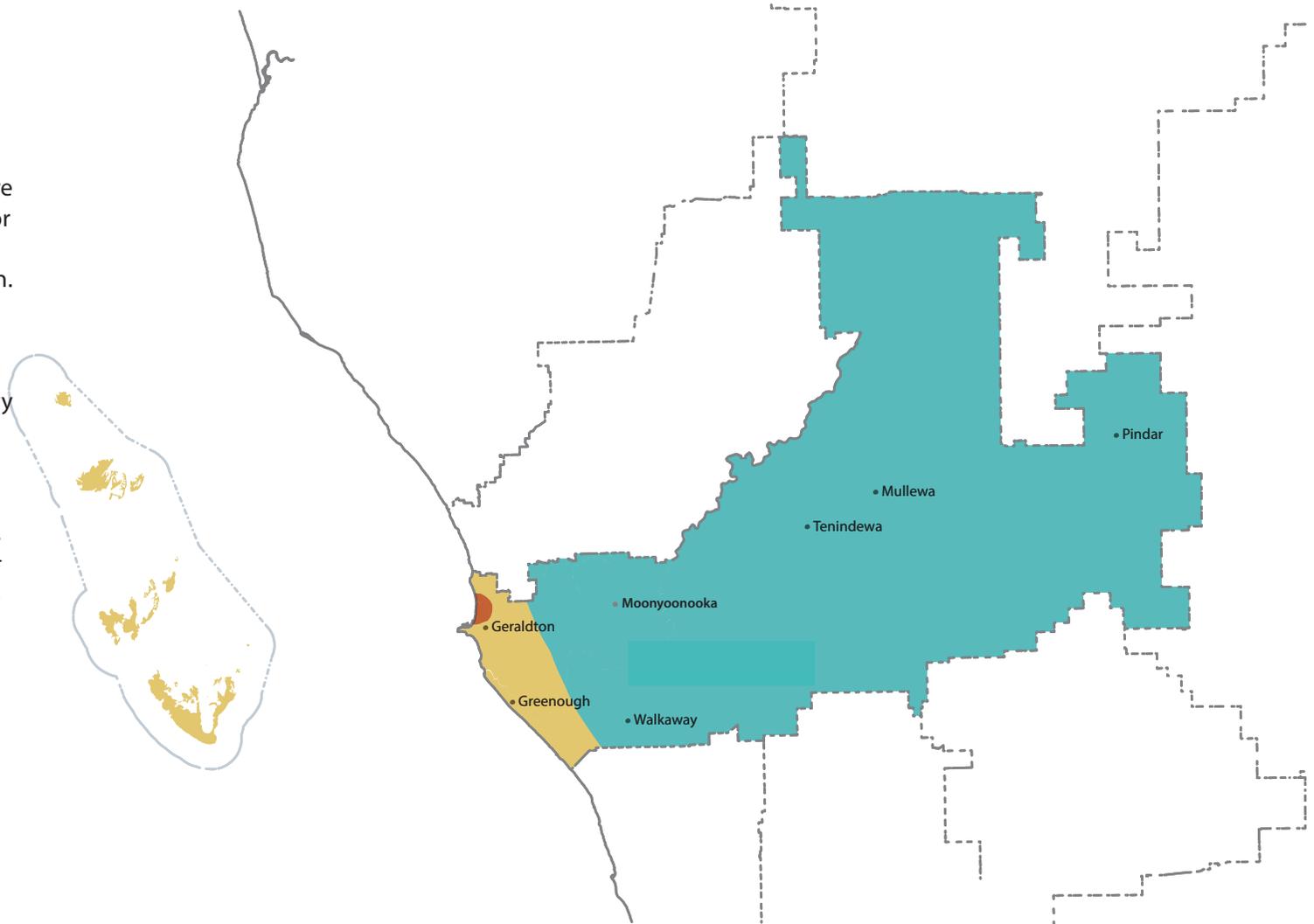
Accessibility of the collection through online platforms, physical plaques with artworks, and audio guides is considered to be best practice. As the City builds and refines its collection, ensuring sites are selected which are physically accessible, and online platforms are created with consideration given to accessibility should be prioritised.

CURATORIAL THEMES

Curatorial themes are to provide overarching direction for artists creating site specific works. Artists are encouraged to use these themes for inspiration and to instigate further research into the stories of the region. Further information on specific stories for Mullewa, Greenough, Walkaway and Geraldton can be found in the City Municipal Inventory of Heritage Places.

The City of Greater Geraldton is a place of distinct stories and narratives. Mapping these across the region reveals an interrelated web of themes, characters and connections; Indigenous, exploration, pastoral, agriculture, mining, and maritime.

These stories create connections between the main activity centres.



- Stories of the City
- The Threshold
- Hinterland

CURATORIAL THEMES

Theme		Key narratives and concepts to explore
<p>Stories of the City Family lines, traditions, customs, tales (Geraldton City centre)</p> 	<p><i>Geraldton is a place of ever-changing perceptions, contrasting against enduring memories and age-old tales.</i></p> <p><i>Welcoming to all cultures, the central city region is distinctive for its diversity. An enduring relationship with the Yamatji people connects Geraldton with customs that reach back thousands of years.</i></p> <p><i>The City is for coming together, sharing stories, discovering traditions, and making new memories, all set against the backdrop of port and maritime operations.</i></p>	<ul style="list-style-type: none"> • Indigenous significance • Early settlement • Minerals and mining • Port operations – exporting and connecting to the world • Isolation • Shipwrecks
<p>The threshold Edge, brink, border, horizon, changing seasons and conditions (coastal region, Greenough and Walkaway)</p> 	<p><i>The coastline from South Greenough to Drummond Cove is a landscape constantly evolving – shaped by the elements and human endeavour alike.</i></p> <p><i>This coastal region represents a sensorial experience – a tenuous border between land and sea – humming with the crash of waves and roar of wind.</i></p> <p><i>Simultaneously a place for first experiences of the country, it is the home of farewells and distant horizons.</i></p>	<ul style="list-style-type: none"> • Gold rush • Agriculture and pastoral land • Cultural conflicts • Shipwrecks • Senses • Seasons and elements
<p>Hinterland Heartland, core, connection to country, change and movement, exploration (Mullewa and inland regions)</p> 	<p><i>The inland region rewards exploration and curiosity. A vast patchwork of landscapes, punctuated by heritage towns and sites of cultural significance, the land is fertile ground for diverse life and lifestyles.</i></p> <p><i>The interior region is marked by those who have traversed the countryside, leaving behind them new routes, townsites and storylines.</i></p>	<ul style="list-style-type: none"> • New forms of transport and connection • Abundance – fertile ground, wildflowers • Discoveries and hidden treasures • Diverse and transient characters – Traditional Owners, Priests and missionaries, cameleers, farmers and station holders shepherds, prospectors, railway workers, tourists • The spirit of discovery

ACTION PLAN

The Action Plan details the priorities for the City for the next five years (2020 – 2025). The Actions will build and refine a Public Art Collection and program in line with best practice examples, reflective the City's vision.

These are categorised as follows:

Existing Collection Management

Procurement Management

Growing the Collection

Growing the Creative Community

The City will play a number of roles in the implementation of the Action Plan, from Leader to Advocate:

- **Leader (L):** City of Greater Geraldton-led actions
- **Leader / Facilitator (L,F):** City of Greater Geraldton in partnership or consultation with skilled professionals
- **Facilitator (F):** Actions are outsourced to skilled professionals
- **Advocate (A):** City of Greater Geraldton acts as champion and enforcing agency



ACTION PLAN	Short Term (2020-21)	Medium Term (2022-23)	Long Term (2023-25)
Existing collection management			
Collection review	<p>(L,F) Undertake a professional review of entire collection – determining works for immediate deaccessioning, works for repair, and required maintenance plans as needed. Works are to be decommissioned based on the following:</p> <ul style="list-style-type: none"> • Artworks is damaged beyond repair • Cost of repair is deemed to be disproportionate to value of artwork • Similar artworks by the same artist in a better condition exist in the collection • Works are no longer deemed appropriate for cultural reasons • Artworks are a public safety risk 	(L,F) Regular review of collection every 5 years	(L) Continue regular review of collection every 5 years
Deaccessioning	<p>(L,F) Immediately deaccession irreparable works as identified in collection review, following the below guidelines:</p> <ul style="list-style-type: none"> • Identify artwork • Contact artist (if contactable) and advise of potential removal. Artists are given the opportunity to take ownership of artwork following decommissioning • Carefully remove artwork and dispose of as per City's disposal policy. <p>If the work is high profile, engagement with community and key stakeholders is recommended. Records of the artwork to be update to show deaccessioning dates, and disposal method, to be kept for 5 years from deaccessioning date. The City is to reference Australian Copyright Law when decommissioning artworks.</p>	<p>(F) Develop Deaccession Guidelines based on public art strategy objectives and vision</p> <p>(L) Deaccession artworks as required, following regular collection review</p>	(L) Deaccession artworks as required, following regular collection review
Collection accessibility	<p>(F) Concurrent with collection review – document existing collection including photographs, artist details, artwork name, materials, location</p> <p>(L) Develop a template for didactic information plaques for all artworks, including ground, wall and standalone sign templates</p> <p>(L) Using template, design and install didactic information plaques for all existing artworks</p>	<p>(L,F) Develop physical Public Art Map (including themed trails, artwork imagery and information, promotion of local artists and arts businesses)</p> <p>(L) Distribute to tourist centres and local businesses</p>	(L,F) Develop online version of Public Art Map linked to City's website and local tourism websites. Map to include locations of works and themed trails, imagery, artist information, promotion of local artists and arts businesses

ROLE
 Leader (L)
 Leader / Facilitator (L,F)
 Facilitator (F)
 Advocate (A)

ACTION PLAN	Short Term (2020-21)	Medium Term (2022-23)	Long Term (2023-25)
Procurement Management			
Developer-led procurement	<p>(L,F) Develop and implement Percent for Public Arts and Culture Policy and associated Developer Guidelines</p> <p>(A) Developers responsible for commissioning artworks prior to Policy implementation are to follow the Procurement Methodology detailed in this Strategy (Page 18). The Coordinator Gallery and Public Art to be consulted to provide advice at the commencement of a project, approving the public art location and subsequent concept design</p>	<p>(A) Implement Policy and Guidelines, including feedback opportunities to City</p> <p>(L) Amend Guidelines and Policy based on feedback, where relevant</p>	(A) Implement Policy and Guidelines
City-led procurement	<p>(L) City-led commissioned artworks are to follow the Procurement Methodology detailed in this Strategy (page 18). The Geraldton Regional Art Management Committee is to be consulted to provide advice from identifying public art locations, and throughout the project, at key artwork development milestones</p> <p>(L) All commissions are to be advertised locally, utilising the City's creatives database (see 'Creative Sector Development'), and via the City's eQuotes platform, as per procurement policies.</p>	(L) Develop Public Art Masterplan (see 'Collection Footprint')	
Community / Artist-led commissions	(L) Community / artist-led commissioned artworks are to follow the Procurement Methodology detailed in this Strategy (page 18). The Geraldton Regional Art Management Committee is to be consulted to provide advice from identifying public art locations, and throughout the project, at key artwork development milestones.		

ROLE
 Leader (L)
 Leader / Facilitator (L,F)
 Facilitator (F)
 Advocate (A)

ACTION PLAN	Short Term (2020-21)	Medium Term (2022-23)	Long Term (2023-25)
Growing The Collection			
Collection footprint	(L) Prioritise procurement of artworks in satellite centres to broaden the spread of public art across the City of Greater Geraldton	(L,F) Develop Public Art Masterplan identifying locations across the City, including a priority list for implementation.	(L) Commence roll out Public Art Masterplan
Theming and narratives	(L) The mapping on page 11 has been completed via desktop research – highlighting theme and narrative overlays for key precincts and centres. These are to be used to inform site specific public art procurement, through integration of these in artists briefs	(L,F) Further develop themes and narratives through Public Art Masterplan process. Further community engagement to build on themes and narratives is to be undertaken	
Priority artworks	<p>(L) The following artworks have been identified as priority opportunities through both assessment of the current collection and stakeholder engagement.</p> <p>These have been prioritised based on impact and scope.</p> <ul style="list-style-type: none"> • Foreshore artwork trail – building on the existing collection of works along the foreshore, additional sites to be identified to formalise this trail. • An artwork of Aboriginal significance to recognise a key site or narrative. <p>Stakeholder engagement identified artworks by local Aboriginal artists as a significant gap in the collection. Identification of an appropriate site and artist, through engagement with local groups, is an opportunity to create a unique and destination- worthy artwork reflecting this cultural collection.</p>	<p>(L,F) Large scale iconic artworks as entry statements to Geraldton and other town sites. Site specific artworks which reflect community values and identity will mark entry points, acting as significant recognisable landmarks which can be used to orient visitors and can also be used to create iconic photo moments.</p> <p>Artworks co-created with community were also identified by stakeholder engagement as a gap in the collection. Co- created artworks can be problematic in terms of quality; however, a considered brief and experienced artist has the ability to guide this process to ensure a quality outcome. A co- created artwork is an excellent opportunity to engage with the community to determine location and theming.</p>	(L) Continue procuring works in line with Public Art Masterplan and priority list

ROLE
 Leader (L)
 Leader / Facilitator (L,F)
 Facilitator (F)
 Advocate (A)

ACTION PLAN	Short Term (2020-21)	Medium Term (2022-23)	Long Term (2023-25)
Growing the creative community			
Public art programs	(L) Review the City's existing public art programs. Prepare a recommendation for continuation, improvement or cancellation of programs. Both programs will benefit from the City-led professional development programming, as detailed below.	(L) Implement Lightbox Gallery in line with recommendations. (L,F) Draft and delivery community survey measuring success and interaction with public art programs, including opportunities for improvement. (L) Formulate strategy for improving programs.	(L) Implement programs with improvements.
Creative sector development	(L) In liaison with the Geraldton Regional Art Management Committee, develop an annual program of professional development opportunities. This should include: <ul style="list-style-type: none"> • Masterclasses (portfolio development, website and online presence, responding to EOIs/tenders, photographing your artworks) • Artist talks information sheets and resources lists on key topics developed and provided to artists (L) Develop a creative community database, utilising existing networks and events to build list of contacts. Database should be sent EOIs and opportunities for all local commissions, ensuring the City's eQuotes platform is utilized in line with procurement policies. (L) New commission contracts to include requirement for all non- local artists to present an artist talk or workshops to the community as well as a talk or workshop solely for local creatives	(L,F) Roll out professional development program (L) Formulate strategy for improving programs following surveying (as above)	(L) Implement programs with improvements

ROLE
Leader (L)
Leader / Facilitator (L,F)
Facilitator (F)
Advocate (A)

PROCUREMENT METHODOLOGY

COMMISSION TYPES

CITY-LED ARTWORKS

Artworks opportunities may be identified by various City teams, associated with new projects or as standalone artworks.

Projects to be driven by Coordinator Gallery and Public Art.

- Consult Geraldton Regional Art Management Committee to provide comment and to formulate site specific artwork selection criteria.
- Develop artist brief including objectives, principles, scope of works, budget, location, selection criteria, key dates
- Determine procurement scope (EOI / tender or competitive shortlist)
- Determine selection panel for artwork

DEVELOPER ARTWORKS

Artworks opportunities identified by developers on private land.

- Projects to be driven by Coordinator Gallery and Public Art. Consult Geraldton Regional Art Management Committee to provide comment on opportunity scope and to formulate site specific artwork selection criteria
- Developer to draft artist brief including objectives, principles, scope of works, budget, location, selection criteria, key dates, procurement methodology
- Consult Geraldton Regional Art Management Committee to provide feedback on brief and preferred artists

COMMUNITY / ARTIST - LED ARTWORKS

The City of Greater Geraldton's artistic community may also instigate projects. For permanent artist led projects, the City assessment criteria still apply, as the work will form part of the City's collection.

The Geraldton Regional Art Management Committee is to be consulted to provide feedback on location, brief and preferred artists/artwork concepts. Following initial assessment, the Design Development, Construction Documentation, Fabrication and Installation steps detailed above are to be followed.

For works which are temporary in nature, assessment on a case by case basis is appropriate.

Written approval is required to proceed with all community / artist-led artwork commissions, including information on roles and responsibilities, ongoing care and maintenance, insurances, siting, fabrication and installation methodologies.

COMMISSIONS MANAGEMENT

PROCUREMENT

- Release brief via tender portal and to creative database
- Receive EOIs, assess and shortlist artists. Alternatively, brief is sent direct to selected artists, as shortlisted by City
- Receive concept designs from artists (this is a paid process, in line with NAVA Guidelines)
- Selection panel assesses concept design against criteria and selects a preferred artwork
- Geraldton Regional Art Management Committee is provided with concept designs and preferred selection, for comment and review. Final approval by the Executive Management Team for all works on City owned land.
- Artist is contracted to the City or developer or Community Agency/Group to complete the artwork. Contract to include detail on payment milestones

DESIGN DEVELOPMENT

- Feedback from Geraldton Regional Art Management Committee and selection panel is consolidated and provided to artist
- Artist is given additional briefing notes, and the opportunity for a site visit if possible
- Artist develops design and submits to the City
- Design development is reviewed and provided to Geraldton Regional Art Management Committee for comment and review
- Design development package is provided to City's planning team to determine requirement for Development Application and Building Permit

CONSTRUCTION DOCUMENTATION

- Following approval of Design Development, artist produces full construction documentation package including installation methodology, engineering certification (if required), all material specifications, safety and risk assessment.
- Artist submits Construction documentation package to City for review and application for DA undertaken if required

FABRICATION AND INSTALLATION

- Artist fabricates artwork, including key check in points with City to ensure artwork remains in line with initial concept design, unless where approved
- Artist installs artworks
- City inspects and approves final installed artwork.
- Artist provides handover package including all information required for didactic plaque and City database records, including Maintenance Manual
- Didactic plaques are installed

PUBLIC ART ASSESSMENT CRITERIA

Artistic merit

- Displays conceptual rigour in line with artist's existing practice
- The artwork is original and responds to the brief and curatorial theme
- The artist is a professional practicing artist or a talented emerging artist with a promising career trajectory

Sense of place

- The artwork celebrates the cultural identity and heritage of the City of Greater Geraldton
- The artwork addresses sense of place through materials, form and conceptual approach

Project understanding

- Site considerations are clearly considered
- The artwork contributes to the public realm through added vibrancy and amenity
- Aesthetics and materials are appropriate to the context

Methodology and budget

- A detailed and realistic budget is proposed, evidenced through relevant quotes and previous projects
- Fabrication and installation methodologies are sound and appropriate to site and artwork

Collection

- The artwork is original and unique
- A high quality of finish is displayed
- The existing collection benefits from the addition of the artwork





City of
Greater Geraldton
a vibrant future



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cgg.wa.gov.au



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