



BUNDABERG REGIONAL COUNCIL
PUBLIC ART MASTERPLAN
2023 - 2028





Bundaberg Regional Council acknowledges the Traditional Country of the Taribelang Bunda, Gooreng Gooreng, Gurang, and Bailai Peoples and recognises that this Country has always been and continues to be of cultural, spiritual, social and economic significance to Aboriginal and Torres Strait Islander People. We recognise the thousands of generations of continuous culture that have shaped this Country and the people on it. We pay respects to Elders, past and present. Bundaberg Regional Council further acknowledges other neighbouring traditional owner groups within the Wide Bay-Burnett Region.

Dave Macher, *Boobook Owl*, 2005, cast metal and rock.





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Foreword

This Public Art Masterplan is the very first of its kind for Bundaberg Regional Council.

With that comes significant opportunities.

In the past there has been an ad hoc approach across the region to the development of public art.

We now have a strategy that will provide a clear direction to address the needs of our vibrant, artistic and culturally diverse community.

Through extensive consultation we know that our community values public art, a sentiment which is acknowledged and shared by Council.

We recognise the importance of arts within our community to foster a sense of self and sense of pride.

Public art can activate our public spaces and attract more people to the region.

Pieces that acknowledge and celebrate cultural identity can become avenues for storytelling and community engagement.

Public art can offer opportunities for reflection and, in doing so, foster community connectivity.

This masterplan is forward facing, it's a plan for our future.

Our imagination and our opportunities are endless.

Jack Dempsey
Bundaberg Region Mayor



Breathe and Weave Art Activation, 2022.



Overview

A robust and vibrant public art and creative vision is an essential element to achieving Council's corporate goal to build Australia's best regional community.

To develop this vision, in 2019 Bundaberg Regional Council adopted the Arts + Culture Strategy 2019–2023 to guide decision making. This strategy gives direction to investment and action for the provision of arts, culture and heritage facilities and programs across the Bundaberg Region. It highlights community values and markers of creative industry development, recognises our First Nations communities, cultures, storytelling, diversity and supports the growth of cultural programs and the development of creative, cultural spaces and infrastructure.

To build on this strategy, in 2021 community consultation processes were initiated by Council to develop a Public Art Masterplan for the Bundaberg Region. The Bundaberg Regional Council Public Art Masterplan articulates an implementation plan for the creation of new works of public art in the Bundaberg Region and guides Council in the management of public art collection management and associated public programs.

This plan outlines a vision for public art in the Bundaberg Region and establishes five key strategies to drive forward a public art program administered by Bundaberg Regional Council in the public spaces it is responsible for managing.

These strategies include:

- 1 – Public art that reflects the region's identity
- 2 – Cultivation of public art opportunities
- 3 – Professional curation of Public Art in the region
- 4 – Authentically and ethically engage communities in public art
- 5 – Resourcing the implementation of the Public Art Masterplan

The masterplan is developed to dovetail with current Council-wide strategies including:

Bundaberg Regional Council Corporate Plan (2021–2026):

Our Community and Environment

1.3 A creative and environmentally friendly place

Strategies

1.3.1 Provide facilities, spaces, services and activities that promote and support lifelong learning and community engagement within the arts and culture sector.

1.3.2 Provide leadership in creative innovation and opportunities for learning and community social and cultural development.

1.3.3 Advocate and support heritage and culture programs, projects, plans and events, which create a positive identity for the region;

Arts + Cultural Strategy (2019–2023);

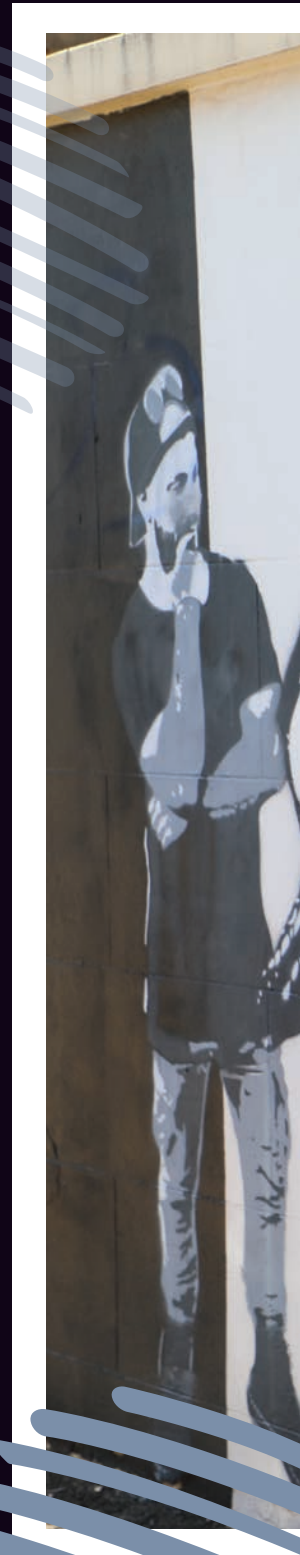
First Nations Strategy (2022–2026);

Workforce Diversity and Inclusion Strategy (2021–2023);

Parks and Open Space Strategy (2019–2026) and related Public Art and Collection Management policies.

The masterplan builds on legacy works of the past and responds to new ideas of art, storytelling and interpretation leading to enriched and revitalised public spaces and places.

The masterplan celebrates the considerable achievements of cultural, creative and artistic activity within our region and defines a plan for the future.



Team Snipz, Street Art, 2019, Spray Paint. Part of 'Love Bundy' Art Activation



In the context of this masterplan, public art is works installed in a space that is a public asset managed by/or is intended to be managed by Bundaberg Regional Council.

What is public art?

Public art is artistic work created for, or located within, public spaces.

It can include highly diverse artforms including ephemeral, temporary or long-term artworks presented virtually, digitally or in 2D or 3D forms, integrating into the built or natural environment.

Public art can reflect the local character through a variety of mediums and artforms. These works include sculpture, installations, place activations, mosaics, murals, and creative public design. Being in the public realm, Council does not support use of public art designs that include:

- Trademarks, brands, business names, logos, or copyrighted images
- Images and text that are political or religious in nature
- Offensive or vulgar imagery or text.



Jenny Gilbertson, *Native Flora Lanterns*, 2018, Paper and Cane. Part of 'Love Bundy' Art Activation.

PUBLIC ART CATEGORIES:

CATEGORY	TYPE	DESCRIPTION
Freestanding	Sculptural	Art that tends to be created independently and applied to the site. Freestanding artwork is usually a sculptural work that can be viewed from all sides.
Placemaking	Functional	Parts of a building, facility or piece of infrastructure that have been made by (or embellished by) an artist and services a specific function e.g., notice boards, bollards, downpipes, manhole covers, street furniture or light shades.
	Integrated	Art that has been designed to be seamlessly integrated into the environment – e.g., a screen on a building façade, pavement inlays, images in bus shelter glass.
	Interpretive or Wayfinding	Works created by an artist where the primary purpose is to communicate the identity or story for a specific place e.g., entry statements, markers, or signage.
Commemorative Art		Art that commemorates or honours important people and/or events e.g., the women’s suffragette memorial.
Celebratory Art		Art that celebrates important people, an activity, or significant events.
Community Developed Art		Community developed art that has been created in part or completely by a community group with a lead artist.
First Nations Led	First Nations Art	Artwork that has Aboriginal and/or Torres Strait Islander cultural importance must be led by First Nations peoples and communities as the creators, decision-makers and custodians of the knowledge or stories used within the artwork design.
Cultural Heritage	Multicultural Art, Heritage Value	Artwork that has cultural importance to a specific group with historic or contemporary significance as well as artistic value.
Street Art		Semi-permanent painted murals on exposed walls and infrastructure.

Why have a public art masterplan?

The Public Art Masterplan reflects Council's continued commitment and vision to guide the development of our thriving arts and cultural sector through a strategic framework and Public Art Program.

The *masterplan* defines Council, community and arts industry expectations in balance with available resources to guide the management of a program that presents, grows and maintains the region's public art collection.

A plan can guide how public art can:

- Act as an effective cultural tourism product
- Contribute to the creation of safe, accessible public spaces
- Enhance the aesthetics and liveability of our region
- Promote community reflection and an expression of identity
- Provide programs for learning and skill development; and
- Recognise diversity of our community and encourage inclusion and access

Image: ???

TOP LEFT: Dave Machen, *Good Times Bad Times*, 2004, Ferro Cement and Stainless Steel.

TOP RIGHT AND CENTRE: Christopher John, *Light Buoy*, 2018, Metal, Glass and Historical Images.

BOTTOM LEFT: Dead Puppets Society Art Activation, Milbi Festival 2021.

BOTTOM RIGHT: Shine Bright Festival and Art Activation, 2021.





Background

Strategic alignment

The Public Art Masterplan reflects a strategic alignment with Council's broad strategic planning structure, including:

- Arts + Culture Strategy (2019–2023)
- Art Collection Deaccessioning Policy (2019)
- Corporate Plan (2021–2026)
- First Nations Strategy (2022–2026)
- Parks and Open Space Strategy (2019–2026)
- Public Art Policy (2017)
- Public Art Procedure (2017)

The Arts + Culture Strategy (2019–2023) denotes the following objectives that align with the current and future development of Public Art projects in the region:

- A.2 Increase professional development and training opportunities for the region
- A.4 Maximise Regional Arts Development Fund (RADF) program opportunities for both creatives and Bundaberg Regional Council
- A.5 Encourage innovation in creative practice
- B.1 Embed arts and culture across council policy and programs
- D.1 Recognise and support First Nations peoples
- D.4 Recognise and support history and heritage of community
- E.3 Activate non-traditional spaces
- E.4 Invest in public art, programming and collections.

Public Art is a program that can also deliver on parts of Bundaberg Regional Council's corporate vision, particularly in relation to:

- Delivery of arts and cultural facilities and programs that promote creative innovation and social, cultural, and economic development
- Improved awareness and perception of the region as a place of choice to live, work, invest and visit
- Increased knowledge and awareness of our cultural diversity
- High community satisfaction with our liveability, special character and heritage

Queensland and Australia Governments, and arts sector best practise models were considered in developing the Bundaberg Regional Council Public Art Masterplan:

- A growth in understanding around the importance of art to health, wellbeing and social connection
- Less focus on "permanent" public art and an understanding that most public artworks have a limited lifespan
- Links to economic growth through tourism and thriving creative industries
- Continued planning focus on placemaking
- Arts industry engagement in the lead up to the Brisbane Olympic Games in 2032 as prioritised in the current 'Grow' plan from Arts Queensland
- National Association for the Visual Arts Code of Conduct as a defacto award standard

Consultation methodology

During the development of the Masterplan, Bundaberg Regional Council has consulted with a range of community members and groups to determine priorities and preferences for public art.

During 2021 – 2023, the following key stakeholder engagements took place:

- Bundaberg Regional Council Councillors Workshop
- Community Stakeholder engagement through two face-to-face workshops and one online workshop
- First Nations community workshop with follow up discussion paper
- Online public survey through Bundaberg Regional Council's Our Bundaberg Region webpage

Collection alignment

To review content and condition of the collection, an audit of the Bundaberg Regional Council Public Art Collection was conducted in 2021 and 2022. The Public Art Collection is currently managed under the broader Bundaberg Regional Council Art Collection by the Bundaberg Regional Galleries team, guided by associated policies and procedures.

Summary of findings

Community value of public art

As identified through attendance at stakeholder workshops, through the community survey and public feedback on a discussion paper and the draft Public Art Masterplan, Bundaberg Region community sees value in public art as a way to engage community, tell stories and create a sense of place.

In the community workshops, there was a strong vocalisation around key curatorial themes including those that link our coastline communities and important waterways, recognise/promote native flora and fauna, acknowledge our landmarks, heritage and people, activate interesting spaces such as laneways and industrial sites; and, importantly, share appropriate and approved acknowledgement of First Nations stories and local languages.

Based on this feedback, there is opportunity for a public art program to cultivate our region's identity and act as a catalyst for discussion, setting our community apart and attracting people to its uniqueness. When connected with available resourcing, there is opportunity for public art to align with strategic projects, engage the region in storytelling and skill development and be respectful of country and culture.

Collection audit findings

A Public Art Collection Report has been developed with recommendations including a review of public art governing documents including the Public Art Policy and Procedures to align with the Public Art Masterplan.

Challenges and opportunities

A key challenge is the current economic environment to resource a public art program and meet community expectations. Council carefully considers every financial investment and places rigour on its resources to ensure it consistently achieves the best outcome for ratepayers. Another key challenge is to attract quality public art that contributes positively to the place and is also durable and sustainable in a public place exposed to people and environmental elements.

The benefits that public art can bring to the region can be considered through a strategic approach to:

- Funding opportunities for public art projects
- Management of a public art program
- Managing and maintaining the public art collection
- The regulatory roles that Council administers for the region

Opportunities that can be leveraged to increase the capacity of the public art program include:

- Engaging with corporate investors and partners
- Planning and resourcing public art at the early stages of major Council developments and infrastructure projects and within budgets for funding bids for those projects
- Sourcing other grant opportunities through State and Federal Government bodies and other funding programs
- Utilising experienced arts practitioners within region for public art project management
- Utilising the RADF partnership between Bundaberg Regional Council and the Queensland Government.



Vision

Public Art will showcase the Bundaberg Region's unique identity and history through a diversity of artforms, improved aesthetics, connections to the environment and culture, aligned with future aspirations.

Mission

Bundaberg Regional Council will reflect our region's unique identity through the development and management of a public art program, creating rich experiences for our community and its visitors.





Guiding principles

The following guiding principles reflect the vision of the Public Art Masterplan, and will underpin future public artworks:

- Actively seek partnerships to grow a collection that reflects our region
- Manage the Public Art Collection responsibly within available resources
- Encourages diverse voices to be represented in public art through authentic and ethical engagement
- Promote public art as a tourism product of the region
- Recognise and celebrate Aboriginal, Torres Strait and South Sea Islander culture and stories
- Support the development of local artists and the growth of our creative industries to deliver art that shapes our region.

Application process

Applications to Council for public art will be considered through an online application portal. Council assessment committee will assess public art submissions and make recommendations to Bundaberg Regional Council with projects requiring a Council resolution before they can proceed.

Public Art applicants seeking grant monies from Council's Grants Programs for projects at facilities or on land owned or controlled by Bundaberg Regional Council should seek in-principal approval in the first instance through Council's Grants Assessment Committee. Applicants should provide proof of such when submitting an application for funding. Applications without this approval will not be considered for funding.

Decision making process

Council will seek appropriate advice on public art submissions through representation from, including but not limited to, the following departments:

- Arts, Culture, Tourism Facilities and Events
- Community Development
- Cultural Development
- Bundaberg Regional Galleries as the manager of the Public Art Collection
- Development and Planning
- Parks, Sport and Natural Areas
- Strategic Projects and Economic Development
- Trade Services

Public art submissions will be assessed against the following criteria before making a recommendation to Council and acceptance of the work into the Public Art Collection:

Artistic merit

The quality of the work proposed considering:

- Artist skills and experience
- Artistic rigour of the design
- Response to the curatorial theme, location or relevant subject matter
- Public art that drives tourism through calibre of the artist or calibre of the work.

Contribution to a vibrant public realm

- The goal of public art is to create public spaces that are vibrant and meaningful. Proposed public artworks should provide a sense of an area's uniqueness, contribute to that area's identity, aesthetics, and not detract from the amenity of the area.

Local relevance

- The artwork aligns with the goals and themes of the Bundaberg Regional Council Public Art Masterplan
- Event driven public art through temporary works.

Maintenance and conservation requirements

- Relevance to the site and/or integration into building processes and site development
- Safety, durability and sustainability of the design, construction, and materials
- Inclusion of maintenance and conservation plan (manual) and timeline for decommission of all artworks based on intended lifespan including:
 - Details of construction and materials used
 - Any surface finishes and their expected life span
 - Cleaning and re-coating requirements and timelines
 - Information about any specialist materials, construction and suppliers such as lights, multi-media, sound scapes.

Viability

- The budget and timeline for the project are appropriate and achievable, and cover all aspects required.

Commissioning/acquiring of artwork in accordance with the Bundaberg Regional Council Collection Policy and Procedures.



Tiered approach to public art projects

Council is supportive of a strong Public Art Collection and may encourage, commission, and facilitate the development of quality new public artworks. This will be achieved through managing an approval process for artworks initiated by community members or groups, or through proposed gifts and private sector funded artworks proposed for facilities or land to be transferred to, owned, or controlled by Bundaberg Regional Council.

Any works created on Council land require safe management practices, including safety management, access stipulations including public and vehicle access and construction requirements. Necessary specifics of artworks include size, materials and expected maintenance. If the artworks are being fixed to an existing structure, details of these fittings are required to assure structural integrity.

Public proposals

Any Public Art proposal submitted to Council through Council's application portal. Proposals would need to include:

- A project plan including a timeline, project partners and methodology
- Budget including sources of financial support
- Concept ideas (full designs not expected as this involves investment in artist fees)
- Demonstrated links to Council policies, and Public Art Masterplan strategies such as curatorial themes
- Expected outcomes and how the work will positively benefit the community
 - Identified location and description of the site
 - Images of similar work
 - Letters of support from relevant stakeholders

Limited call model

This model is utilised where a project concept is prepared for Council's consideration where the type of work required fits with a narrow range of artists. Like a tendering process, this would involve the Council approaching a limited number of artists to put forward a proposal (usually a minimum of three).

As per industry standard protocol, artists will provide written concepts and examples of work but will not be expected to invest time in design in the first phase of the Limited Call.

Artists would then be shortlisted and those selected paid a concept development fee to pitch concepts for Council's consideration.

Open call model

This model is utilised where a project concept has been proposed through Council that is usually large scale and requires creative input from artists to define the potential of the project. As per industry standard protocol, artists will provide written concepts and examples of work but will not be expected to invest time in design in the first phase of the open call.

Artists would then be shortlisted and those selected paid a concept development fee to pitch concepts to Council for consideration.

Direct engagement model

This model particularly comes into play when the artwork style desired for a project is embedded in the intellectual property of an artist or group of artists. Ethically and legally, the artist/s are the only ones who should then be engaged to deliver that project.

This model can also be used for smaller scale projects that fit within Council's procurement policies.

Shine Bright Festival and Art Activation, 2021.

Deaccessions and disposals

Deaccessioning refers to the process by which artworks are removed from public display or from the public collection and includes the documentation of its removal and de-registration as a Council asset. Once a public artwork is deaccessioned, it may be returned to the artist, stored, or disposed of by sale, gift, exchange, or destruction.

Council may be required to deaccession artworks from the Public Art Collection when it reaches the end of its lifespan or for other reasons as detailed below. The lifespan of public artworks should be established at the time of the public artwork's commission and recorded in Council's collection management system; or reconsidered due to an external event that reduced the lifespan.

Possible reasons for deaccessioning artworks include:

- The artwork reaching the end of its lifespan
- The cost of ongoing maintenance is prohibitive
- The artwork is beyond restoration, or the cost of restoration outweighs the original amount spent on the artwork
- The artwork no longer meets safety requirements
- The artwork no longer meets the Public Artwork Commissioning and Acquisition Criteria
 - Changes to the environment impact upon the site of the work and compromise its integrity, affecting the artist's original intent and moral rights



Team Snipz, *Street Art*, 2019, Spray Paint. Part of 'Love Bundy' Art Activation.

- An artwork is no longer relevant or appropriate to the site or the artist's original intent
- Artworks that are in storage in poor condition may also be disposed
- The artwork being in a location that is no longer suitable for reasons such as redevelopment of the area
- The artwork being damaged beyond repair or conservation, or requiring unsustainable maintenance resources
- Theft or loss

Deaccession principles and procedure

When public artworks require deaccessioning, the following principles are followed:

- Proposals or recommendations for deaccessioning must be fully documented including an individual artwork assessment
- Any such deaccessioning must be approved by General Manager Community and Environment
- Deaccessioning of gifts or bequests should be discussed with the original donor or the donor's descendants with a view to returning the artwork or negotiating a mutually agreeable alternative. The exception to this rule is when the artwork was originally donated via the Cultural Gifts Program in which case the artwork cannot be returned to the original donor. However, as a matter of courtesy, original donors should be notified that their artwork has been identified for deaccessioning, if they are contactable
- Disposal may be executed through one of the following mechanisms:
 - a reputable dealer or public auction
 - donation to, or exchange with another public collection or organisation



- exchange with the artist for an artwork of greater importance or relevance
- repatriation to a First Nations community if applicable
- relocation to another Council site
- or in accordance with Council's procedures for asset disposal

All records of the artwork and disposal will be retained in line with the Artwork Commissioning Agreement. For the relocation and deaccession of artwork, an artist/designer acknowledges and agrees that Council may, in its absolute discretion: relocate the work and/or permanently remove and or destroy the work. The artist/designer is advised within an agreed timeframe prior to the artwork disposal and is given the opportunity to reclaim the artwork or document the artwork before disposal.

Methods of disposal

Deaccessioning of an art asset is formalised but could include the following steps:

- Asset identified
- Report prepared by the materials conservation specialist providing advice and recommendations
- Temporary safety measures put in place to secure the site and maintain public safety if required
- Recommendations from internal report advised either to modify the artwork or to remove and destroy the artwork
- The final decision on deaccession was made on the recommendations of the report
- Artists notified of deaccessioning
- Recording and documentation of the process of deaccession and the reasons why the art assets have been removed from the collection in the Public Art Collection Management System
- Reporting of the disposal of the asset
- Artwork disposal

Simon DeGroot (and High School Students), Paper Town, 2021, Exterior Paint.



Curatorial themes

The Bundaberg Regional Galleries Art Collection has a focus on collecting contemporary works from artists and artworks with a connection to the Bundaberg Region. The existing public art collection themes have organically evolved from community and ad hoc processes, with a focus on regional relevance.

Significant themes of people, places and stories were identified through the community consultation process. These priorities could form part of the assessment process for public art proposals or inform Council decision-making around emerging projects that they drive.

THEME	PEOPLE	PLACES	STORIES
Current collection themes	<ul style="list-style-type: none"> • Farmers • Pioneers • Local business and industry leaders • Migrant communities 	<ul style="list-style-type: none"> • Significant buildings and structures • Native flora and fauna • Geological forms and evolution • Ocean life • Local businesses 	<ul style="list-style-type: none"> • Maritime history • Sugar industry history • Farming and produce • Social commentary • European pioneer history • Favourite pastimes
Suggested concepts 1	<ul style="list-style-type: none"> • First Nations 	<ul style="list-style-type: none"> • Sites or places of cultural significance to First Nations Peoples 	<ul style="list-style-type: none"> • Aboriginal symbols and iconography • Cultural stories by Aboriginal and Torres Strait Islander peoples and communities
Suggested concepts 2	<ul style="list-style-type: none"> • Migrant communities • Successful people from our region including artists 	<ul style="list-style-type: none"> • Places of cultural significance to South Sea Islander communities • Native flora and fauna 	<ul style="list-style-type: none"> • Stories of migration • Agriculture and industry heritage



LOCATION/S

RATIONALE

Coastline

The Coastline location is significant to the region and well placed to build on existing works, with the potential for an overarching plan to link each coastline community. Considerations would include diversity of artform, relevance of themes of local identity and inclusion of First Nations and Australian South Sea Islander stories and culturally appropriate. It is essential that there is diverse range of artwork styles and themes appropriate to the place.

Rivers

River systems connect the region with many other stories including waves of migration, industries that our region has grown on as well as interpretations of the ways we use the river now. To First Nations peoples and communities, river systems have spiritual connections to culture, languages and obligations to care for Country and the native flora and fauna.

Entry statements

Entry statement signage have the potential to extend acknowledgement to entrance of all cities, towns, and locations in the region to welcome people to those townships through public art projects.

Resilience related locations

Resilience could become part of a strategy to acknowledge the difficult times and the strength that our community shows in the face of adversity. Stories of resilience have the potential to be commemorated through public art, to remember the stories of our region coming together and the learnings for future disaster preparedness.

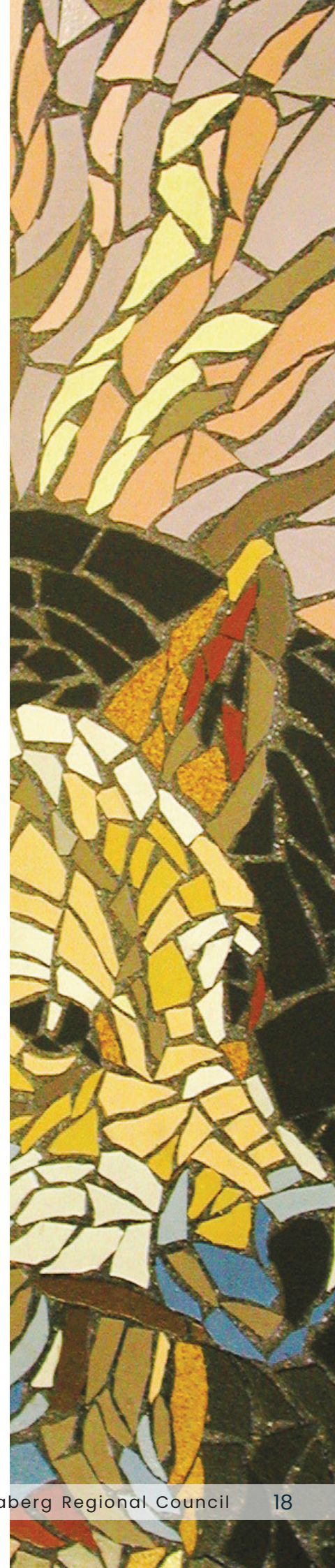
Parks and streetscape areas

Parks have capacity to support creative placemaking and public art through incorporating arts, culture and history, environmental values and nature - design that preserves and positively contributes to the environment, connecting people to nature through proactive and robust planning, collaboration, provision of quality facilities and infrastructure, cleanliness and maintenance, and desired standards of service for different park hierarchies.

Laneways and significant buildings

The activation of quirky spaces such as laneways, industrial and historic buildings through murals or digital artforms.

Alice McLaughlin, *Dingo*, 2005, Mosaic Tiles.





Dave Machen and Alice McLaughlin, *Cattle Dogs*, 2005. Bronze.

Alignment with Bundaberg Regional Council Strategic Projects

Bundaberg Regional Council Strategic Projects have the potential to include public art program integration in the early planning of those projects to ensure the best possible outcome. Triggers for a public art program within Strategic Projects could include precinct developments, new park developments, new buildings, and development of streetscapes and new high profile public areas.

Integration and inclusion of public art would need to occur at early stages of development and adopted early to ensure effective project resourcing and delivery.



Key strategies and actions

The Public Art Masterplan identifies five key strategies

as an integrated approach to the implementation and management of Public Art:

- 1 - Public art that reflects the region's identity
- 2 - Cultivation of public art opportunities
- 3 - Professional curation of public art in the region
- 4 - Authentically and ethically engage communities in public art
- 5 - Resourcing the implementation of the Public Art Masterplan

1

Public Art that reflects our region's identity

We will share our region's stories for our community and its visitors.

Key objectives and actions:

- 1.1 Create opportunities for the arts sector and community to lead public art projects
 - 1.1.1 Develop an online portal to host information on public art applications to Council and downloadable documents and forms
 - 1.1.2 Create two submission rounds per year for community to apply to implement public art projects
- 1.2 Develop tools and programs to provide access to information and education for the Public Art Collection
 - 1.2.1 Develop a Public Art Signage Protocol that appropriately acknowledges the artist, artwork, partners and country
 - 1.2.2 Support the production of signage for existing the Public Art Collection
 - 1.2.3 Creation of digital content to support the sharing of the story of each artwork in the Collection (e.g. photography, video footage, artwork statement, artist interviews)

2

Cultivating Public Art opportunities

We will network with the arts industry, business, and government to ensure opportunities for public art are maximised for the Bundaberg Region.

Key Objectives and Actions:

- 2.1 Deliver education to the community and business on public art practice and processes
 - 2.1.1 Offer a program of workshops to build the skills and knowledge of the community and business around industry standard public art practices and processes as well as the process
 - 2.1.2 Host annual information sessions and training for public art applications to Council

2.2 Find opportunities in future Council strategic projects

- 2.2.1 Ensure Council cross-departmental representation on any Public Art decision making
- 2.2.2 Encourage sharing of current and future Strategic Projects to pinpoint opportunities for public art projects and resourcing
- 2.2.3 Ensure public art is included in the planning and delivery of Strategic Projects to assure alignment with Council's Public Art Policies and procedures

2.3 Stay connected to arts industry and government opportunities

- 2.3.1 Remain connected to arts industry news including funding opportunities for training and development, and industry networking to support the growth of knowledge and connection for public art in the Bundaberg Region
- 2.3.2 Encourage opportunities for Council key staff and community members to attend arts industry relevant learning and development opportunities

3

Professional curation of public art in the region

We will lead industry standard public art practice in the Bundaberg Region with clear and transparent processes and responsible industry standard management practices.

Key objectives and actions:

- 3.1 Clear and transparent Public Art Policy and Procedures
 - 3.1.1 Revise the Bundaberg Regional Council's Public Art Policy and associated procedures in line with this Masterplan

3.2 Ensure alignment with industry standard public art management practices

- 3.2.1 Develop a plan for the implementation of recommendations for the current Public Art Collection Audit Report
- 3.2.2 Plan and implement an annual audit of the Public Art Collection
- 3.2.3 Ensure that public art management practices align with the National Association of Visual Arts Code of Practice
- 3.2.4 Allocate annual budget to Public Art Collection maintenance and projects

3.3 Develop a collection with diversity of artform, practice and expression of the region

- 3.3.1 Ensure selection criteria for public art project proposals encourages a diversity of a broad range of artforms and practice
- 3.3.2 Clear assessment processes to ensure that the theme/intent of the artwork aligns with curatorial themes of the Bundaberg Region

4

Authentically and ethically engage communities in public art

We will ensure that public art projects authentically and appropriately represent the themes of the Bundaberg Region.

Key objectives and actions:

- 4.1 Invite First Nations representation to ensure informed and appropriate public art decision making affecting sites of cultural significance and/or cultural content
 - 4.1.1 Invite First Nations representation through guidance of the Port Curtis Coral Coast Peoples on relevant decision making to ensure place-based cultural protocols and Indigenous Cultural and Intellectual Property (ICIP) Rights are protected and maintained
 - 4.1.2 Ensure appropriate acknowledgement for First Nations Representatives for the sharing of cultural knowledge through their involvement in any decision making
- 4.2 Include diverse voices in public art across the region
 - 4.2.1 Ensure that the voices of diverse community are authentically represented in public art enabling those communities to participate in decision-making and involvement in relevant projects
 - 4.2.2 Where required, provide appropriate training for diverse community representatives on projects around public art practice and community arts engagement
 - 4.2.3 Promote public art opportunities to diverse communities through attendance at key events and gatherings. Diverse communities include but are not limited to:
 - Australian South Sea Islanders
 - Children
 - First Nations
 - LGBTIQ+ communities
 - Migrant communities
 - People identifying with disability
 - Senior Citizens
 - Youth

4.3 Provide opportunities for local artists in the public art program

- 4.3.1 Where relevant skills and experience are available, apply the Buy Local Policy for public art projects.
- 4.3.2 Where relevant skills and experience need to be sourced outside of the Bundaberg Region, ensure the public art project includes opportunities for local artists to build skills through mentorships, artist in residence, workshops etc.



5

Resourcing the implementation of the Public Art Masterplan

Council will responsibly manage the public art program within resource, skills and budget capacity.

Key objectives and actions:

- 5.1 Capitalise on the projects and funding accessibility of other Council departments to support public art projects
 - 5.1.1 Source non-arts funding options to support public art initiatives where reasonable to do so
 - 5.1.2 Work collaboratively across Council to deliver the resourcing of this masterplan
- 5.2 Tap into the existing skill base of artists and artworkers to deliver public art projects on behalf of Council
 - 5.2.1 Resource qualified and experienced consultants to research, consult and project manage desired public art outcomes where required
- 5.3 Support community generated public art projects through the RADF where competitive
 - 5.3.1 Develop procedures for community generated public art projects to seek Council endorsement prior to submitting funding applications to make their application competitive
 - 5.3.2 In line with standard Regional Arts Development Fund assessment processes, support community generated public art projects through RADF where the application is competitive in that round
- 5.4 Seek funding and corporate partnerships for the sustainability of project delivery within the public art program
 - 5.4.1 Provide strategic investment and partnership opportunities to the corporate sector through innovative collaborations and networking
 - 5.4.2 Actively seek financial and in-kind partnerships to assist in project delivery where the project is Council-led
- 5.5 Monitor the growth of the public art program and resource as per operational budget planning
 - 5.5.1 Resource the development and growth of the Public Art Masterplan as required



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