PUBLIC ART PLAN

CITY OF GOLDCOAST.
vision
Gold Coast –
a city transformed
by public art.

Cynthia Cabello, Wave, G:link Art Wrap, 2016
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Gold Coast – Public Art Plan 2021

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John Graham, Yimbun and Muyum: A Nerang River Love Story, Gold Coast Sports and Leisure Centre, 2017

Christen Salmon, Urban Camouflage, Burleigh Heads, 2014
### VISION STATEMENT

The Gold Coast – a city transformed by public art

### OUR COMMITMENT

Ensuring:
- calibre
- policy rigour
- capacity

Reassuring:
- artists
- public

Providing:
- confidence
- advocacy
- development

### SIX GUIDING PRINCIPLES

Align with major projects to deliver destination art through key priority projects
Support development of local artists
Support innovative temporal projects that connect to the local community
Promote art in private developments
Manage public art collection
Support community engagement with the City’s public art

### MEASURES

Five measures of our success including:
1. Number and percentage of local artists, designers, industry and arts workers commissioned and gaining professional development and mentoring opportunities.
2. Number and percentage of projects that demonstrate contributions from non-Council sources of funds, including the number of Development Approval projects undertaken and dollar value of their commissions.

### ACTIONS

23 Actions including:
1.4 GC2018
3.2 Digital city program
3.4 Urban art program
4.1 Asset Management Plan
5.1 Developer contribution fund
6.2 Digital connectivity

Bond University, Abedian School of Architecture Installation: Synthetic Mangrove, 30.3.10, 2015
Why does the Gold Coast need a Public Art Plan?

As the city’s arts and cultural sector thrives, it is more important than ever to ensure that our beating heart of cultural activity is reflected in our public spaces. The Gold Coast is emerging as a bold, distinctive city with a unique and attractive cultural offer. Surging forward is a wave of exciting contemporary artists who are pushing, growing and redefining their artistic practice to deliver work that is unique and steeped in Gold Coast culture and landscape.

Public art is a significant marker and physical manifestation of the culture of a city. As art filters through our public spaces, a stronger cultural identity is celebrated and shared by locals and tourists alike. Public art engages communities, tells stories, evokes conversations and creates a sense of place; leaving a cultural legacy for future generations.

Public art is a significant marker and physical manifestation of the culture of a city. As art unfolds through our public spaces, a stronger cultural identity is celebrated and shared by locals and tourists alike. Public art engages communities, tells stories, evokes conversations and creates a sense of place; leaving a cultural legacy for future generations.

The Public Art Plan will engage and support the artists who are shaping the culture of our city. By enabling and empowering the local creative industries, we will support economic growth and the capacity to build locally based sustainable careers and cultural tourism.

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Trends and opportunities

The Gold Coast has a unique environment and culture that shapes our distinctive approach to art in public spaces. Table 1 outlines current trends and opportunities that our city faces in the realm of public art.

Stakeholder consultation

Throughout late 2015 and early 2016, City of Gold Coast (City) consulted with a cross section of local government, local businesses, developers, tourism authorities, organisations and artists to review the Public Art Policy. This plan encapsulates the feedback and ideas of over 40 stakeholders who engaged in this process.

Table 1

<table>
<thead>
<tr>
<th>Current trend or strategic issue</th>
<th>Implications and opportunities for the city</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of visibility and access to the City’s public art collection</td>
<td>The Gold Coast can elevate the profile and connection to our public art collection through digital platforms and public programs.</td>
</tr>
<tr>
<td>A vibrant and emerging local scene of artists and industry</td>
<td>Both artists and associated industries have limited opportunities for local public art commissions. Building capacity and opportunities will contribute to a sustainable and thriving local arts sector.</td>
</tr>
<tr>
<td>A long linear city</td>
<td>Creating visibility of our thriving arts can be challenging when our city is stretched along 55km of coastline. An opportunity exists to develop new and innovative approaches to commissioning and presenting art in our public places; reflecting the distinct character of our city.</td>
</tr>
<tr>
<td>High tourist and transient population</td>
<td>As one of Australia’s most popular tourist destinations, our city attracts over 12 million tourists annually. Public art can build a distinct and evolving cultural tourism legacy.</td>
</tr>
<tr>
<td>High volume of private developments in urban centre</td>
<td>The City can work with private developers to ensure alignment to our policies and plans; giving a robust and cohesive approach to public art across the Gold Coast and ensuring the integration of artists and curators into the process.</td>
</tr>
<tr>
<td>A rich Indigenous culture and heritage</td>
<td>Our city has a strong and vibrant Indigenous culture and heritage, we have the opportunity to elevate and celebrate the contemporary art, stories and heritage of our city through our public art programs.</td>
</tr>
</tbody>
</table>
Our opportunity

Our vision
Gold Coast – a city transformed by public art.

The City has a developing public art collection. Through the Public Art Policy and Plan, major commissions by some of Australia’s best contemporary artists, complemented by works from international artists, will transform the City’s public places.

The City is affirming its vision and governance strength around its public art policy through the Public Art Plan; informing future investment and delivery of newly commissioned permanent and temporary public art.

This Plan delivers on the vision, principles, and governance framework for the City to meet its public aspirations as articulated to Gold Coast citizens through the Culture Strategy 2023. The Gold Coast has always been a destination for ‘sun and surf’. Through the implementation of this plan, it will also become a destination for public art.

Our mission
To be recognised as delivering a public art program among the best on offer in Australia. Our city will be at the forefront of public art practice in the Asia Pacific, partnering with other Pacific Rim cities, and embracing a longer-term ambition to be a destination that owns a world-class collection of public artworks.

Our commitment
An intrinsic theme of the Public Art Plan is the Aboriginal and Torres Strait Islander heritage of the Gold Coast, which will be acknowledged physically and conceptually for its important history and ongoing contribution to our culture and community. We will seek to engage our Traditional Owners and local Indigenous communities in a range of ways to acknowledge cultural protocols; cultural knowledge of sites and locally relevant themes and stories; and appropriate ceremonies for artwork sites and the installation processes for artworks.


<table>
<thead>
<tr>
<th>Role</th>
<th>Objective</th>
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<tbody>
<tr>
<td>Ensuring</td>
<td>• artistic merit is consistently of the highest standard and reflects the city’s values and environment</td>
</tr>
<tr>
<td></td>
<td>• the City, as a commissioner, has applied a consistent perspective and policy rigour to the commission (and not just respective individual departments)</td>
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<td></td>
<td>• the City has the capacity to carry out a policy of major commissions that benchmarks its public art program nationally and internationally</td>
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<tr>
<td>Reassuring</td>
<td>• the public, as ratepayers, that the City is achieving value for money through major public art commissions</td>
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<td></td>
<td>• artists that their work is being appraised by qualified peers and experts.</td>
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<tr>
<td>Providing</td>
<td>• an advocacy model to the private sector in regard to major public art commissions</td>
</tr>
<tr>
<td></td>
<td>• inspirational and fearless debate, mentorship, and professional development for internal City colleagues and the wider industry to deepen capacity with the adopted governance framework.</td>
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</tbody>
</table>
1.1 Artscape – Gold Coast Cultural Precinct

A key feature of the Gold Coast Cultural Precinct Masterplan, the Artscape, is a significant programming platform designed to enhance and partner with other elements of the precinct’s more formal building infrastructure for arts activities. Investment in and attention to public art that complements the infrastructure onsite will be key to the overall visitor experience. The site has significant natural assets and specific design intentions that are guiding the curatorial strategy for public art opportunities; providing a substantial canvas for public art. The ultimate outcome is an approach to public art that responds to these assets; creates significant temporal or permanent works of scale − supported by curatorial, planning, and design principles; encourages artists to create on site; and develops specific programming that invites an interrelationship between indoor and outdoor spaces.

1.2 Waterways

We are increasingly recognising the importance and capacity of arts based events, festivals and initiatives to engage with and explore one of the city's greatest assets – our waterways. Some initiatives focus on public transport and a healthy, active lifestyle. These recognise the creative and cultural vibrancy of our city and seek to support, underwrite, and celebrate it with their communities. Increasingly, arts-based initiatives are used to achieve better social objectives. These projects aim for artistic excellence but at the same time encourage communities to better understand the history, function, and need to maintain a quality water environment for the sustainability of marine life and local dependent flora. We will explore potential public art opportunities – both permanent and temporary, day and night – within and throughout the waterways of the Gold Coast as a unique delivery platform.

1.3 City parklands and beaches

Increasingly, green spaces are the lungs of our cities. Through our public art program, they can be at the heart of engaging with a broad range of citizens and community groups. Our parks are protected spaces – their footprints are unlikely to diminish. Southport Broadwater Parklands has already incorporated public artworks by significant regional artists whose practices have international reach. The Gold Coast outdoor lifestyle encourages temporary and permanent public art in our parklands as well as celebrating this activity in our existing beachfront festivals and events at Broadbeach, Burleigh, Coolangatta, Currumbin, Kirra, Surfers Paradise and Tugun.

THE EVOLVING CITY

1.1 Artscape – Gold Coast Cultural Precinct

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PLACE MAKING

Place making involves revitalising and reactivating our commercial centres to make them more liveable, vibrant, and connected. This high-quality urban renewal strongly contributes to our lifestyle and provides opportunities for small business entrepreneurs, promoting prosperity for the Gold Coast. Our changing community is seeking more input from our commercial and civic centres as places to do business, shop, meet friends, and enjoy the surrounds. We will encourage projects to build on local characteristics, culture, and history to enhance identity, and use a distinctive palette of streetscape elements, such as coordinated street furniture (e.g., seats, rubbish bins, street lights, billboards, bicycle racks), landscaping, and upgraded pavements using a range of different materials. Many of these projects incorporate public art, and local artists will be commissioned to generate desigs for street furniture, mosaics, 2D and 3D artworks, which will reinforce the unique characteristics of individual town centres.

2.1 Development approval for public art

We recognise private developers play a major role in contributing to the fabric of our community. As the Gold Coast transforms into a destination for public art, private developers will be key partners in delivering on the City’s public art vision. The policy encourages developers to take advantage of the City’s Public Art Advisory Group and City resources through a close, collaborative working relationship between the Arts and Culture Unit and the Office of the City Architect. This coherent approach will ensure that developers contribute actively to the City’s Public Art Plan.

2.2 Streetscape design guidelines

The City’s Streetscape Design Guidelines intend to support the development of urban centres with public space outcomes expected of vibrant commercial environments through consistently improving the pedestrian experience and legibility. The intent of the guidelines is to make the development approval process simpler for streetscape delivery, while also informing public and private streetscape outcomes. The guidelines provide for the inclusion of artworks; specifically, that public artworks should be:

- informed by cultural mapping and referencing to understand and positively contribute to the heritage, culture, and environment of the proposed location
- purposely designed for a location to enhance the site and built environment, and be professionally fabricated and installed by licensed contractors
- designed and integrated into a location that provides an opportunity for collaborative partnerships to be developed between visual artists, architects, and landscape architects.

2.3 Urban art pieces

We are committed to creating vibrant spaces for people to move through, gather in, and celebrate the Gold Coast. The plan will assist artists and private property owners to connect and create locally generated, finer-grain 2D and 3D works to enhance the artistic calibre, diversity, community connection, and attractiveness of our suburbs and precincts. We have developed guidelines that support and promote artists to create urban art pieces and contemporary art that have community benefits, including graffiti prevention, community building, place making, and urban regeneration.

These guidelines assist to support artists who are tackling the logistics of creating art in the public domain by providing key contacts, funding information, and guiding principles for the public display of work. We will continue to resource programs to support artists and businesses who are contemplating an urban art project.

Delivery platforms

Gold Coast Public Art Plan 2021 13
Public art that articulates change, ephemerality, and vitality keeps the social dynamic moving. With its inherent variations and accessibility, temporary public art invites people to experience events and performances that build on the Gold Coast’s collective cultural memory and allows it to grow, develop, and flourish. Temporary public art makes perfect sense for a city with an enviable outdoor climate, millions of tourists per annum and an appetite for change and experience. A high turnover of visitors and changing temporary public art are complementary, especially if artworks are distributed along the ‘linear city’ to share the benefits amongst its villages.

Encouraging temporary public art that is transformative and resonates with the audience’s experiences, spaces, and cultural memory may be engaging, culturally dynamic, and draw the community and visitors alike into the city’s villages and precincts. It will attract business interest and sponsorship and tap into the city’s evolving energy. These initiatives will be extended using new technologies, such as GPS tours and smartphone apps, which allow for extension of physical interactions with the artwork. We will create aspirational opportunities and initiatives that include the professional development of young and emerging artists.

3.1 Signature festivals and events

The Gold Coast hosts a range of festivals each year, lasting from a few days to several weeks. Complementing both established and emerging initiatives, respected and world-leading cultural programming and partnerships. The City hosts dedicated annual exhibitions and events of sculpture and art installations that showcase artworks directly situated on our internationally renowned beaches. These exhibitions and events encourage submissions from, and participation by, local, national, and international artists working in a variety of media. These activities create significant benefits for the city, offering artistic credibility, engagement, tourism, and city-profiling. They engage with both local residents and the transient coastal population, taking people “from playground to gallery”.

They have also helped cultivate a more informed and supportive audience for public sculpture, including engaging with young audiences through schools. These festivals and events:

• motivate locals to venture outdoors and enjoy some of the best cultural offerings available
• attract diverse audiences as well as private sector investment
• provide a logical platform with which to present temporary public art projects in a sustainable way
• often embrace creative illuminations and lighting events.

3.2 Illuminating our City with artistic vision

Everyone expects the Gold Coast to shine. In recent years, we have seen the global phenomena of cities being illuminated with creative lighting and artists’ projections—from official festival programming through to artist-initiated, guerilla-style interventions.

The ‘night canvas economy’ is booming through dedicated franchises and festivals around the world, and communities and businesses are consuming it with enthusiasm. Projections and light installations bring beauty, delight, and a sense of community to familiar built-environment icons, revitalised inner-city laneways, and areas of neglect. Initiatives on the Gold Coast are part of this global movement and their (usually free) night-time spectacles.

Site-specific installations of light, sound, performance, and projection art are connecting with a broad audience who feel safe to come out at night and enjoy (often previously under-used) spaces that create imaginative outlets for civic engagement and reconfigure public space. We recognise such events as vehicles for artistic innovation and experimentation as well as opportunities for community engagement and entertainment in both the built and natural environment. The City will support such opportunities to meet this need through existing and emerging cultural events and festivals.
Our objectives and actions

1. Align with major projects to deliver destination art through key projects
   1.1 G:link
   1.2 Cultural Precinct
   1.3 Cultural Corridor
   1.4 GC2018
   1.5 Gold Coast CBD
   1.6 City Place Making

2. Support development of local artists
   2.1 Artists’ professional development
   2.2 Local capacity building

3. Support innovative temporal projects that connect to the local community
   3.1 G:link wrap program
   3.2 Digital city program
   3.3 Red tape free space
   3.4 Urban art program

4. Manage public art collection
   4.1 Asset Management Plan
   4.2 Collection management system
   4.3 Document collection
   4.4 Public street art register

5. Promote art in private developments
   5.1 Developer contribution fund
   5.2 Artist and curator database
   5.3 Precinct curatorial guidelines
   5.4 Signage and hoarding percent
   5.5 Art and design features

6. Support community engagement with the city’s public art
   6.1 ‘In conversation’ public art events
   6.2 Digital connectivity
Objective 1

Align with major projects to deliver destination art through key projects

Creating spaces for the public to enjoy and engage with art is essential to the development of all major infrastructure projects in the city. We will work with our partners to ensure public art opportunities are threaded into the buildings, precincts and pathways and places that make up our major projects.

Objective 1

Typologies
Artwork embedded into architecture, tactical urbanism, community cultural development projects, large scale destination art, signage and typography.

What will our community see by 2021?
• Increase in public art visible throughout key priority locations in the city
• Increased presence of public art in our major infrastructure projects
• Increase in State Government partnerships in public art delivery
• Increase in alignment of major project outcomes to Public Art Policy and Plan.

Measures of our success
Number and percentage of projects that demonstrate contributions from non-City sources of funds, including the number of development approval projects undertaken and dollar value of their commissions.
All public art projects, commissions, donations and acquisitions adhere to public art commissioning standards, procedures and the Public Art Plan, using the Public Art Advisory Group. All urban art projects and commissions adhere to the Urban Art Standards.
Key actions

<table>
<thead>
<tr>
<th>Key actions</th>
<th>1.1</th>
<th>1.2</th>
<th>1.3</th>
<th>1.4</th>
<th>1.5</th>
<th>1.6</th>
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<tbody>
<tr>
<td>G:LINK</td>
<td>CULTURAL PRECINCT</td>
<td>CULTURAL CORRIDOR</td>
<td>GC2018 ARTS AND CULTURE PROGRAM</td>
<td>GOLD COAST CBD</td>
<td>CITY PLACE MAKING</td>
<td></td>
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<tr>
<td>Integrate public art opportunities into the development of the light rail corridor.</td>
<td>Embed public artwork opportunities into all facets of the development of the Cultural Corridor.</td>
<td>Integrate public art opportunities into the Cultural Precinct artscape.</td>
<td>Work with key partners to deliver temporal activation during the Gold Coast Commonwealth Games (GC2018) and ongoing public art legacies.</td>
<td>Support an ongoing suite of public artworks to complement and reflect the values of our city’s burgeoning CBD and Chinatown precinct.</td>
<td>Support the integration of public art into City Place Making projects including: tactical urbanism, place making, precinct masterplans, and centre improvement programs.</td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td>Light rail corridor</td>
<td>Evandale</td>
<td>Surfers Paradise, Chevron Island, Evandale</td>
<td>Citywide</td>
<td>Southport, Broadbeach, Coolangatta, Surfers Paradise, further locations as per City Place Making priorities</td>
<td></td>
</tr>
<tr>
<td>Strategic Alignment</td>
<td>Transport Strategy 2031</td>
<td>Cultural Precinct Masterplan</td>
<td>GC2018 Arts and Culture Program</td>
<td>State Government</td>
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<tr>
<td>Partners</td>
<td>State Government</td>
<td>Cultural Precinct</td>
<td>GOLDDOC</td>
<td>GOLDOC</td>
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<td></td>
<td>Go Transit</td>
<td>Active Travel</td>
<td>GoldlinQ</td>
<td>Gold Coast CBD team</td>
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<td></td>
<td>Transport and Traffic</td>
<td>Major Projects</td>
<td></td>
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The Gateway Public Art Commission (Gateways) project will form a significant legacy item for GC2018 Arts and Culture program: providing a public art entry statement to the city. This project will deliver on several levels including the major artwork, community engagement and local artist development opportunities.

The installation of permanent digital projection infrastructure in key city locations will allow for an ongoing, evolving program of content. The projection locations will be focused around key active transit paths in the city, exemplified through GC2018 movement and extending to future movement throughout the city.

**Timing**

<table>
<thead>
<tr>
<th>2016 – 2018</th>
<th>2017 – 2018</th>
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**Location**

- Major entry points to the city
- GC2018 destinations and routes

**Strategic Alignment**

- City Presentation Masterplan
- GC2018 Arts and Culture Strategy
- Gold Coast Character Landscape Study

**Partners**

- Transport and Main Roads
- Office of Commonwealth Games Delivery
- City of Gold Coast Commonwealth Games Unit

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**Cultural Corridor – Urban Oasis Commission**

The Urban Oasis commission will create a gateway marker where the light rail corridor meets the cultural corridor, highlighting the active journey from Surfers Paradise to the new Cultural Precinct. This project will deliver complementary programming to ensure local artist development and presentation.

The Gold Coast is brimming with opportunities to display the work of local artists while also reducing the incidence of graffiti, connecting local communities and sharing local stories. The CBD team will partner with local businesses to commission urban art in its Chinatown, laneways and walking routes. The City’s water assets and construction vans will be used to spread artwork throughout the divisions of the city.

**Priority Projects**

**Gold Coast Public Art Plan 2021**

- 2016 – 2017
- 2017 – 2018
- Surfers Paradise
- Gold Coast Rapid Transit Corridor Study
- Surfers Paradise Rainforest Report
- Gold Coast Landscape and heritage character study
- Cultural Precinct Masterplan

**GoldlinQ**

- KDR
- Surfers Paradise Alliance
- Cultural Precinct

**Local Businesses**

- Gold Coast CBD
- Community Safety
- City Infrastructure
- Gold Coast Water
THE SUPPORT AND DEVELOPMENT OF OUR LOCAL ARTISTS IS THE CORE FOUNDATION FOR DEVELOPING THE GOLD COAST AS A DISTINCT CULTURAL DESTINATION. THE ARTISTS OF OUR CITY WILL LEAD WITH THE VISION AND IDEAS THAT WILL SHAPE OUR CITY FOR THE FUTURE. WE WILL WORK ALONGSIDE LOCAL ARTISTS TO PROVIDE THE SUPPORT AND DEVELOPMENT THEY NEED TO BECOME NATIONALLY COMPETITIVE AND WORLD RENOWNED.

Objective 2

Support development of local artists

THE SUPPORT AND DEVELOPMENT OF OUR LOCAL ARTISTS IS THE CORE FOUNDATION FOR DEVELOPING THE GOLD COAST AS A DISTINCT CULTURAL DESTINATION. THE ARTISTS OF OUR CITY WILL LEAD WITH THE VISION AND IDEAS THAT WILL SHAPE OUR CITY FOR THE FUTURE. WE WILL WORK ALONGSIDE LOCAL ARTISTS TO PROVIDE THE SUPPORT AND DEVELOPMENT THEY NEED TO BECOME NATIONALLY COMPETITIVE AND WORLD RENOWNED.

What will our community see by 2021?

- increased presence of local artists competing for local and national commissioning opportunities
- increased successful commissions of local artists both locally and nationally.

Measures of our success

Number and percentage of local artists, designers, industry and arts workers commissioned and gaining professional development and mentoring opportunities.
Key Actions

2.1 CONNECT ARTISTS TO MENTORING, PROFESSIONAL DEVELOPMENT AND WORKSHOP OPPORTUNITIES

Connect local artists to leading national artists, curators and companies in a mentoring program. Deliver workshops to support the professional development of local artists.

Timing 2016 – 2021

2.2 INCLUDE LOCAL CAPACITY BUILDING STREAMS AND COMPLEMENTARY PROGRAMMING INTO MAJOR COMMISSIONS

Where appropriate ensure most City public art commissions, regardless of whether the commissioned artist is local, national or international, integrate opportunities for local artists to gain mentoring opportunities and develop or present their work whether within the commission itself or through complementary programming.

Timing 2017 – 2021

Strategic Alignment
Culture Strategy 2023
Economic Development Strategy 2023

Partners
City Gallery
Universities
Festivals and Events
State Government

Alex Pentek, Urban Oasis, Surfers Paradise (concept image)
Support innovative temporal projects that connect to the local community

THE GOLD COAST IS A CITY OF FLUIDITY. THE CITY ENJOYS A CLIMATE CONducIVE TO OUTDOOR ACTIVITY AND A LANDSCAPE THAT ATTRACTS MILLIONS OF TOURISTS ANNUALLY. TO CELEBRATE THE TRANSIENT AND EVOLVING CULTURE OF OUR CITY, WE WILL HELP PROVIDE SPACE FOR ARTISTS TO PRESENT TEMPORAL WORKS. THIS WILL BE DONE BY UNLOCKING EXISTING SPACES AND DEVELOPING NEW PLATFORMS FOR ARTISTS TO CONNECT WITH THE COMMUNITY.

By improving access to craved, unseen or unimagined canvases, we can help our local artists develop distinct artworks that evolve and change with the city’s seasons, tourists, festivals and events. Ongoing short-term programming of public art can support repeat visitation to the city; retaining our spirit as a fresh and ever-evolving city.

Temporal capacity also allows the city to explore its distinctiveness. Where the environmental logistics of our beaches, waterways, natural landscape and urban vertical landscape can hinder permanent installations; they do provide strong opportunities for one-off, bespoke activations that inspire and connect to the community in new and interesting ways.

Typologies
- Projections, tram wraps, building wraps, floating water-based works, horticultural works, sand works, street art.

What will our community see by 2021?
- Increased community awareness of the City’s Public Art program and collection
- Increased number of artist and community led activations in the public realm
- Increased number of temporal presentations of artwork throughout the city.

Measures of our success
- Number and percentage of local artists, designers, industry and arts workers commissioned and gaining professional development and mentoring opportunities.
- Number of community members engaging with public art projects through digital platforms, events and public programs.

Objective 3

Key Actions

### 3.1 G:LINK WRAP PROGRAM

The G:link wrap program will use the transitory canvas of the light rail to present artworks throughout the city.

- **Timing**: 2016 – 2020
- **Location**: Light rail corridor
- **Strategic Alignment**: City Presentation Masterplan
- **Partners**: GoldlinQ, Translink/TMR, GoTransit, KDR

### 3.2 DIGITAL CITY PROGRAM

Artists will be invited to program artwork through temporal digital platforms throughout key locations in the city. These platforms will be accessible for event specific commissions.

- **Timing**: 2016 – 2018
- **Location**: Broadbeach, Coolangatta, Surfers Paradise, Southport
- **Strategic Alignment**: City Presentation Masterplan
- **Partners**: GoldlinQ, Translink/TMR, GoTransit, KDR

### 3.3 RED TAPE FREE SPACES

We will work to alleviate approval processes to allow for more temporal art activations in the public realm through events, festivals and short term programs.

- **Timing**: 2018 – 2020
- **Location**: Citywide
- **Strategic Alignment**: GC2018 Arts and Culture Strategy
- **Partners**: GC2018 Arts and Culture Strategy, CBD laneways, Gold Coast Water Assets, Construction team assets

### 3.4 URBAN ART PROGRAM

We will identify urban art opportunities for city assets, and private properties, through partnership opportunities.

- **Timing**: 2016 – 2021
- **Location**: Gold Coast CBD
- **Strategic Alignment**: City Infrastructure
- **Partners**: Gold Coast CBD, City Infrastructure, Gold Coast Water, Community Safety
THROUGH EFFECTIVE DOCUMENTATION AND MAINTENANCE, THE CITY’S PUBLIC ART COLLECTION WILL THRIVE AS A KEY ARTS AND CULTURAL ASSET. WE WILL INVEST IN THE MANAGEMENT OF PUBLIC ARTWORKS TO ENSURE THE INTEGRITY OF THE ARTWORK IS RETAINED AND CELEBRATED WITHIN THE GOLD COAST LANDSCAPE.

What will our community see by 2021?

- increased public awareness of City collection
- faster reporting of faults and maintenance of public art in the City collection.

Measures of our success

Number and percentage of commissions that are registered as City assets which have appropriate maintenance manuals.
DEVELOP PUBLIC ART ASSET MANAGEMENT PLAN

Create a public art asset management plan to ensure the breadth of public artworks in the city are effectively maintained. This plan will integrate a maintenance investment schedule for the City collection.

IMPLEMENT COLLECTION MANAGEMENT SYSTEM

Review existing City collection management systems to ensure high calibre documentation and accessibility to the City’s collection.

DOCUMENT CURRENT COLLECTION

Audit the City collection and ensure digital imagery, artist information and maintenance plans are up-to-date.

DEVELOP AND MANAGE STREET ART REGISTER

Document and promote street art on both private and public property for greater public accessibility and collection management of City assets. Integrates street artists and curator contacts into the City’s database to assist private property owners connect opportunities with local artists.

Key Actions

<table>
<thead>
<tr>
<th>Key Actions</th>
<th>Timing</th>
<th>Strategic Alignment</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 DEVELOP PUBLIC ART ASSET MANAGEMENT PLAN</td>
<td>2017 – 2019</td>
<td></td>
<td>Corporate Asset Management, City Assets, Parks and Recreational Services, Community Venues and Services, City Maintenance</td>
</tr>
<tr>
<td>4.2 IMPLEMENT COLLECTION MANAGEMENT SYSTEM</td>
<td>2018 – 2019</td>
<td></td>
<td>Cultural Precinct, City Gallery, Heritage Team, City Maintenance</td>
</tr>
<tr>
<td>4.3 DOCUMENT CURRENT COLLECTION</td>
<td>2016 – 2021</td>
<td>GC2018 Arts and Culture Strategy, City Plan</td>
<td></td>
</tr>
<tr>
<td>4.4 DEVELOP AND MANAGE STREET ART REGISTER</td>
<td>2016 – 2021</td>
<td>Urban Art Policy, Graffiti</td>
<td></td>
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<td></td>
<td></td>
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<td>Community Safety</td>
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</table>
Objective 5

Promote art in private developments

PRIVATE DEVELOPERS ARE INTEGRAL CONTRIBUTORS TO OUR PUBLIC ART COLLECTION. WE WILL WORK WITH THEM TO MAXIMISE THE BENEFIT OF ART IN THE PUBLIC AND PRIVATE REALM THROUGH THE PROVISION OF INFORMATION, SUPPORTING MATERIAL AND REVIEW FROM THE PUBLIC ART ADVISORY GROUP. WE CAN HELP ALIGN PRIVATE COMMISSIONS TO CITYWIDE CURATORIAL THEMES AND PRIORITIES.

What will our community see by 2021?

- Increased calibre and alignment of art in private developments to Public Art Policy and Plan
- Increased referencing of Public Art Policy and Plan in development applications containing public art
- Increased integration of artists in initiation phase of developments
- Increased consultation between City Architect’s office and Arts and Culture.

Measures of our success

Number and percentage of projects that demonstrate contributions from non-Council sources of funds, including the number of development approval projects undertaken and dollar value of their commissions. All public art projects, commissions, donations and acquisitions adhere to public art commissioning standards, procedures and Public Art Plan; using the Public Art Advisory Group. All urban art projects and commissions adhere to the Urban Art Standards.
### Key Actions

<table>
<thead>
<tr>
<th>Key Actions</th>
<th>5.1</th>
<th>IMPLEMENT DEVELOPER CONTRIBUTION FUND</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>When negotiating developer contributions, developers will be given an option to contribute funds towards a City public art fund.</td>
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<tr>
<th>5.2</th>
<th>DEVELOP AND MANAGE ARTIST AND CURATOR DATABASE</th>
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<tbody>
<tr>
<td></td>
<td>We will engage with the creative community to develop a database of artists and curators to assist developers and project managers engage artists/curators from project inception.</td>
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</table>

#### Timing

<table>
<thead>
<tr>
<th>2019 – 2020</th>
<th>2016 – 2019</th>
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#### Strategic Alignment

<table>
<thead>
<tr>
<th>City Plan</th>
<th>Community Benefit Bonus Policy</th>
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#### Partners

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<tr>
<th>City Planning</th>
<th>Office of City Architect</th>
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<tr>
<td>City Development</td>
<td>City Place Making</td>
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<tr>
<th>5.3</th>
<th>DEVELOP PRECINCT CURATORIAL GUIDELINES</th>
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<tbody>
<tr>
<td></td>
<td>Work with a team of curators to develop curatorial guidelines; defining and developing the distinct character of Gold Coast precincts.</td>
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<tr>
<th>5.4</th>
<th>IMPLEMENT SIGNAGE AND HOARDING PER CENT FOR ART POLICY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Draft an amendment to the Outdoor Advertising Local Laws and policies supported by Streetscape Design Guidelines supporting artwork construction, scaffold wraps and site presentation hoarding artwork.</td>
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#### Signage and Brand Policy

<table>
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<tr>
<th>5.5</th>
<th>PRODUCE ART+DESIGN FEATURES</th>
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<tr>
<td></td>
<td>Work with the City Architect’s office to document and promote best practice integration of public art into private developments.</td>
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<table>
<thead>
<tr>
<th>2019 – 2020</th>
<th>2020 – 2021</th>
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</table>

#### GC2018 Arts and Culture Program

<table>
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</table>
The community of the Gold Coast are the custodians and champions of the City’s public art collection and the driving force behind the distinct culture that shapes our commissioning framework. We will foster awareness, critical discourse, pride and ownership of the City Collection through public programs and increased digital accessibility.

Objective 6

Support community engagement with the City’s public art

What will our community see by 2021?

- Increased community awareness of the City’s Public Art program and collection
- Increased connections to online collection.

Measures of our success

Number of community members engaging with public art projects through digital platforms, events and public programs.
**Key Actions**

6.1 **IN CONVERSATION’ PUBLIC ART EVENTS**

Deliver a public ‘In Conversation’ program that connects the local community to leading artists, curators, developers and policy makers to discuss art in our city.

6.2 **DIGITAL CONNECTIVITY**

Make our public art collection accessible and promote it through innovative digital platforms.

**Timing**

- **2017 – 2021**
- **2016 – 2018**

**Strategic Alignment**

Economic Development Plan 2023

**Partners**

- Gold Coast arts organisations and festivals
- Universities
- We are Gold Coast

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**Key Actions**

- G:link wrap program
- Digital projections program
- Red tape free spaces
- Urban art program

**Timing**

- **2016**
- **2017**
- **2018**
- **2019**
- **2020**
- **2021**

**Strategic Alignment**

Economic Development Plan 2023

**Key Actions**

- G:Link
- Cultural Precinct
- Cultural corridor
- GC2018 Arts and Culture program
- Gold Coast CBC
- City place making

**Timing**

- Implement developer contribution fund
- Develop and manage artist and curator database
- Develop curatorial guidelines for developers
- Implement signage and hoarding per cent for art policy
- Produce art+design features

**Strategic Alignment**

Economic Development Plan 2023

**Partners**

- Gold Coast arts organisations and festivals
- Universities
- We are Gold Coast

- Connect artists to mentoring opportunities, professional development and workshop opportunities
- Include local capacity building streams and complimentary programming into major commissions

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**Key Action Timeline**

- 'In Conversation’ public art events
- Digital connectivity

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Gold Coast Public Art Plan 2021

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Implementation
The Gold Coast Public Art Plan 2021 will be implemented in partnership with other tiers of government, private developers, artists, industry, education and key partners locally, nationally and internationally.

Review
This plan will be regularly evaluated in terms of effectiveness, outcomes, and currency. The performance of the plan will be reviewed with respect to the objectives and measures set out in the Public Art Policy and Plan. A baseline for all measures will be developed in the 2016-17 financial year. The Arts and Culture Unit, the Office of the City Architect, and the Public Art Advisory Group will monitor the policy and plan achievements annually and formally review the policy every two years. The next major review of the Public Art Plan will be June 2021.

Partnerships
The City works collaboratively with others to achieve its public art vision for the Gold Coast. We maximise opportunities to explore partnerships and investments in public art through:

• engaging in partnerships with the Queensland Government for major infrastructure projects and events
• overseeing the development approval public art scheme, which recognises the contribution that private developers make to the fabric of the City
• encouraging and supporting the public art activities of arts organisations, cultural events, and festivals
• engaging with corporations and philanthropists in developing, sponsoring, and gifting significant public art investments for the City.

Funding
Working in conjunction with the City’s Culture Strategy 2023, the Gold Coast Public Art Plan 2021 will prioritise investment to achieve its strategic outcomes. We will work with private enterprise and various levels of government to realise these outcomes and leverage opportunities for Gold Coast artists and industry.

Conclusion
Vanessa Stanley, Into the Daylight, Swell Sculpture Festival, 2016
For more information
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W  cityofgoldcoast.com.au