

11.0 PLANNING PLACE AND COMMUNITY DIVISION REPORTS

ITEM 11.1	NORTHERN BEACHES COAST WALK PUBLIC ART STRATEGY
REPORTING MANAGER	EXECUTIVE MANAGER COMMUNITY, ARTS AND CULTURE
TRIM FILE REF	2018/760616
ATTACHMENTS	<ol style="list-style-type: none">1 ⇒ Northern Beaches Coast Walk Public Art Scoping Study, Draft Report, February 2019 (Included In Attachments Booklet)2 ⇒ Northern Beaches Coast Walk Public Art Strategic Plan, Draft Report, February 2019 (Included In Attachments Booklet)3 ⇒ The Coast Walk Public Art - Community Engagement Report (Included In Attachments Booklet)

SUMMARY

PURPOSE

To seek Council endorsement to release the draft Northern Beaches Coast Walk Public Art Strategic Plan for public exhibition.

EXECUTIVE SUMMARY

This report provides the project background, process of community consultation and the subsequent development of the Northern Beaches Coast Walk Public Art Strategy. The objective of the project is for artworks to reflect the cultural, heritage and natural significance of the Coast Walk. This is with the view to creating a world class walking experience for both the local community and visitors.

Extensive community engagement, marketing and communication plans have been undertaken to engage with and inform the community about the project. These plans enabled the team to develop the strategic direction of the Coast Walk as a long term plan. The plan includes:

- The Northern Beaches Coast Walk Scoping Study (Attachment 1).
- The Northern Beaches Coast Walk Public Art Strategic Plan (Attachment 2).

RECOMMENDATION OF ACTING GENERAL MANAGER PLANNING PLACE AND COMMUNITY

That Council endorse the public exhibition of the draft Northern Beaches Coast Walk Public Art Strategic Plan and supporting documents for at least 28 days.

REPORT

BACKGROUND

On 27 June 2017 the Northern Beaches Council Administrator resolved to allocate \$2 million over four years to fund public art in key locations along the Northern Beaches Coast Walk (Coast Walk) from Manly to Palm Beach.

Extract from Item no. 5.4 at 27 June 2017 Council Meeting:

The funding is for Public Art in key locations e.g. the Coast Walk, with commissions from local artists where possible - \$500,000 per year for four years commencing in 2017/18.

The defined objective for the project was that the public artworks would reflect the cultural, heritage and natural significance of the Coast Walk. This was with the view to creating a world class walking experience for both the local community and visitors.

To ensure the ongoing quality of the Coast Walk Public Art Program, Council required a clear and robust Strategic Plan, informed by a thorough scoping study of the 36km of Coast Walk to support a cost-effective and strategic implementation framework.

In April 2018 GML Heritage were contracted to work with Council, to develop the Strategic Plan and Implementation Framework to guide Council's vision for the long term implementation for the Coast Walk Public Art Project. Extensive stakeholder engagement has been undertaken to inform the strategic direction and development of the project. A range of community engagement activities were designed to capture the cultural, social, environmental and heritage significance of the Coast Walk.

The draft Coast Walk Scoping Study (Attachment 1) provides detailed information on the research undertaken to develop the draft Coast Walk Public Art Strategic Plan and will assist in the development of curatorial responses through public art at key locations along the Coast Walk.

The draft Strategic Plan (Attachment 2) provides guidance for Council to deliver high quality public artworks at various sites along the walkway that reflect the cultural, heritage and natural significance of the Northern Beaches coastline. Focusing on the cultural, heritage and natural elements has been essential for the project team to effectively engage with the stakeholders that share our coast line and care about how Northern Beaches Council delivers the project.

The Plans will assist Council in facilitating best practice processes for:

- artist and community engagement
- site identification of appropriate artwork locations
- the establishment of successful selection, acquisition and commissioning
- appropriate materials, fabrication and installation
- a maintenance program of a series of new public artworks.

In addition, the documents include commissioning style suggestions.

The draft Coast Walk Strategic Plan is also underpinned by the draft Northern Beaches Cultural Collection Management and Gift Policy and the draft Public Art Policy, both currently on public exhibition. These documents provide policy and procedures for the commissioning, selection, procurement, acquisition, installation and maintenance of public artworks.

PROJECT PROGRESS TO DATE

The project milestones achieved to date are detailed in the table below.

Activity	Timing
Internal Project Steering Group (PCG) formed and project scope definition detailed, including the need for a long term strategic approach to the project	September 2017
Coast Walk Public Art Working Group established (comprised of members of the local arts community)	November 2017
Appointment of consultant GML Heritage to undertake the Strategic Plan, Scoping Study and Implementation plan	April 2018
Extensive Community Engagement undertaken with internal and external stakeholders	July - September 2018
Development of the Draft Coast Walk Scoping Study, Strategic Plan and Implementation Framework for Public Exhibition	September - December

COMMUNITY CONSULTATION

Community engagement has been an important platform in developing the draft Coast Walk Strategic Plan, with the main objective being to understand what the community wants the Coast Walk to provide in the long term as an interactive experience.

From April 2018 the Northern Beaches Project, Engagement, Communications Teams worked with GML Heritage, Insite Landscape Solutions and JOC Consulting to deliver community and stakeholder engagement to inform the Northern Beaches Coast Walk Public Art Strategic Plan through many face to face forums and workshops. In addition, Council managed an online survey through the 'Your Say' website page.

The Northern Beaches Coast Walk Community Engagement Report (Attachment 3) details the objectives and outcomes from the engagement. The consultation process was designed to reach a diverse population sample from across the Northern Beaches Local Government Area. The engagement methods were primarily qualitative in method but where possible, quantitative data has been provided as well as priorities and areas of importance by identified participants.

Participants in the consultation identified the following issues for consideration when planning for public art along the Coast Walk:

- The need for art to be sympathetic to the natural setting and context.
- A need and opportunity for Aboriginal heritage to be better integrated along the Coast Walk.
- Art was not always seen as physical and permanent with a desire for temporary and activation based experiences that enhanced the Coast Walk.
- Views and vistas are important and they should be preserved or enhanced.
- Desire for the Coast Walk to be an educational experience.

The following are the number of people informed and engaged by the Community Engagement and Marketing Campaign during the consultation process for the Coast Walk Public Art Project.

Engagement Process	People made aware of the project through the engagement process including Your Say.	29,837
	Formally engaged via workshops or pop ups	1,206
Media and Marketing	Electronic Direct Mail	127,657
	Advertising	396,823
	Social Media	135,336
	Channel 9 – Media Coverage Views of clip	421,000
Total number of people engaged and informed		1,111,859

The Coast Walk Consultation Summary Report has been developed according to four themes synthesised from the above key insights. These themes include: Artforms, Locations, Celebration and Experiences. Community and stakeholder engagement findings are discussed under each theme (Attachment 3).

THE STRATEGIC PLAN SUMMARY

The draft Northern Beaches Coast Walk Strategic Plan (Attachment 2) provides Council and the community with the curatorial direction and an historic framework for the interpretation of sites and delivery of public art projects along the Coast Walk. The Public Art Strategic Plan contains the following:

Vision

The Northern Beaches Coast Walk will showcase our extraordinary coastal environment and heritage through a celebration of art and culture.

Mission

To create vibrant, distinctive places that inspire artistic collaborations and connect communities from Manly to Palm Beach.

Aims

The draft Northern Beaches Coast Walk Strategic Plan has three main aims to:

- Activate the Coast Walk with works of public art that will contribute to the character, design and quality of the Coast Walk experience
- Provide engaging interpretation of the coastline's history that reflects and celebrates the many stories of the area, including Aboriginal, environmental and cultural histories
- Deliver a distinctive program of art and cultural projects to promote the Northern Beaches as an exciting part of Sydney's cultural and creative landscape.

Principles

In delivering the Vision, eight key principles are defined as being the highest priority by the community survey conducted as part of the community engagement. The principles will provide guidance when selecting sites, developing projects, preparing artists' briefs, commissioning artists work as well as fabricating and installing artworks. They strive to balance the Coast Walk as a landscape corridor and user experience (with its specific context and layers of significance), with the people that live, work and play in the area and the unique culture and values of the Northern Beaches.

The eight principles are:

1. Respect and acknowledge Aboriginal cultural heritage
2. Celebrate and conserve significant natural and cultural values
3. Connect places and people along the coast
4. Foster artistic and cultural expression and encourage creative collaboration
5. Enrich places through high quality art and design
6. Interpret the history and significance of the coast
7. Value artistic and cultural diversity and be inclusive
8. Create a distinctive and recognisable Northern Beaches Coast Walk identity.

Of critical importance is Principle 8, with careful consideration of this principle to be undertaken by the selection panel when selected artworks at priority sites. These artworks will be assessed as to how they work together to create a distinctive and recognisable identity for the Coast Walk.

Curatorial Framework

A curatorial framework connects public art to the vision and principles for the Coast Walk. The framework establishes an overarching structure based on a high-level analysis of the environment, landscape, history, heritage, themes, character and community. It provides a frame of reference to support the realisation of artworks and cultural programs. All works should contribute to one or more of the key areas identified in the curatorial framework.

The higher level strategic curatorial vision for the Coast Walk is **Connection**. This can be interpreted through **Connection** to people, place, headlands, beaches and villages.

The vision is supported by four curatorial themes which draw from the natural, Aboriginal, local and contemporary histories and significant places along the Coast Walk. They provide inspiration for artists in developing place-based responses.

Curatorial Framework for public art on the Coast Walk



SITE SELECTION

Approach to Sites

There are two recommended approaches to sites:

1. Integrated Artworks

High quality art that integrates with and compliments our urban and natural landscape. Works will demonstrate:

- Artistic excellence
- Empathy to specific sites
- Functionality such as seating
- Diversity in function and form.

2. Artistic Programming

Cultural programs and art-based activities, which may include; activations and ephemeral art installations, talks, tours, festivals, events and temporary exhibitions.

Staging of Sites

The sites have been selected by the Public Art Working Group and through the community engagement process. These sites are reflected in the Scoping Study (Attachment 1) and the Strategic Plan (Attachment 2). The selected sites are from Manly to Palm Beach. The rollout of the artworks will occur in three stages. For Stage 1, 10 sites have been identified and other potential sites will be supported by information signage and the Coast Walk Map and App.

The draft sites and recommended artwork approach for the first three stages are detailed in the table below. The works will be selected, commissioned, designed, fabricated and installed in conjunction with Council project teams and a Selection Panel of Arts Industry Experts. The delivery of the works will vary for each artwork in accordance with the timing of any associated works occurring at these sites and priority capital projects. Listing of the identified sites is shown below.

Stage 1 – 10 Priority Sites

- Manly Corso Beachside (East) Coast Walk Entrance Sign only
- Dee Why Headland
- Long Reef Headland
- Collaroy Beach South
- North Narrabeen Rockpool and surrounds
- Turrimetta Headland Reserve
- Mona Vale South Headland (Robert Dunn Reserve)
- Mona Vale North Headland
- Little Av - South Avalon Headland
- Bangalley Park
- Pittwater Park - Palm Beach.

Stage 2 - Further 10 Priority Sites and Headland Markers

- Observation Point- Palm Beach
- Avalon Beach Reserve
- Newport Beach Reserve
- Bilgola Headland
- Mona Vale Surf Life Saving Club
- Warriewood Surf Club Landscape
- Long Reef Surf Life Saving Club
- Dee Why Rock Pool
- Freshwater Beach Reserve
- Queenscliff Headland - Freshwater Park
- Manly Surf Life Saving Club.

Stage 3 – Further 10 Priority sites to be identified (funding permitted)**TIMING**

The draft Strategic Plan is recommended to go on public exhibition in February 2019 until late March 2019, for a minimum of 28 days.

During this time a call will be put out for Artists to Register Their Interest (RTI) to participate in works to be commissioned by Council in 2019.

FINANCIAL CONSIDERATIONS

Project Funding

This project is funded from the allocation of \$2 million from the Merger Savings Fund, as per the Council resolution of 27 June 2017. This budget will cover project management fees, payments for curators (if required), community engagement and the design, fabrication and installation of permanent public art works. The current estimate for artworks to be developed and installed is from \$100,000 ex GST to \$250,000 ex GST. It is noted that through the procurement process some of the works may come under \$100,000.

Additional resources will be required for ongoing maintenance of the art works and activation events or programming that occurs on the Coast Walk in accordance with the draft Strategic Plan.

Grants and Sponsorship

Council is seeking funding from state and federal grant funding bodies and other sources. An application has already been undertaken with the Clubs Community NSW Infrastructure Fund.

A Sponsorship and Gifts Plan will be developed on finalisation of the Northern Beaches Draft Cultural Collection Management and Gifts Policy.

Charitable Trust Status

Northern Beaches Council project team has spent significant time researching the establishment of a Charitable Trust, for the purpose of receiving tax deductible donations, gifts of money or artworks for the Coast Walk.

Legal advice has been sought from King & Wood Mallesons in relation to extending the Manly Art Gallery and Museum Tax Deductible Status, with the view to developing the Coast Walk Art Collection.

Current Value of Art Works

No formal cost estimate has been undertaken of the (approximately) fifty artworks that are currently in situ along the Coast Walk. It is estimated that Council potentially owns works that are worth over \$1 million.

Probity

In accordance with Council's Procurement Policy a Probity Plan is to be developed for the implementation of the procurement and commissioning of works for the project.

SOCIAL CONSIDERATIONS

The social and community impact of implementing the Coast Walk Public Art Strategy over the next three years will be more art, community engagement, projects and programs that will add vibrancy to the Coast Walk. The project will benefit the entire Northern Beaches community by drawing a connection between the villages, beaches and headlands from the north to the south of the Northern Beaches.

Public art on the Coast Walk will serve to connect the community through the arts and contribute to social wellbeing and community cohesion. It will provide a source of civic pride and assist to create a vibrant community, providing opportunities for events, the arts and education.

The Coast Walk's significant values can be reimagined through public artworks and this can generate lasting community benefits. It will enhance the vitality and attractiveness of the public realm and support longer term investment in artistic and creative innovation, capacity and capability.

The art can be integrated into the design and function of places through the engagement of artists in design teams for public domain works. Traditional mediums for public art such as sculpture are well known. Interactive and alternative forms of contemporary work and installations in digital and other new innovative media create exciting new opportunities.

ENVIRONMENTAL CONSIDERATIONS

Feedback from the community strongly states that they do not want to see the natural environment destroyed by development of the Coast Walk. It is recommended to implement sustainable procurement principles, including protecting the natural environment. Energy, water and environmentally sustainable design measures will be considered in the planning processes of all artworks and their delivery.

GOVERNANCE AND RISK CONSIDERATIONS

To facilitate the project, a clear Governance framework was developed and agreed upon in line with Northern Beaches Council's Committee Framework, Terms of Reference and policies. Other Council policies and Governance frameworks were adhered to in accordance with Council's protocols including our Community Engagement Policy and Project Management Methodology.

A high level Risk Management Plan was developed as part of the Project Initiation Documentation and includes Stage Gate Planning to minimise the risk to Council.

A construction and materials Risk Management Plan will be undertaken with regards to the design and construction of the artworks due to the extremely corrosive environment that many of the artworks will be placed in. Adherence to the plan will also ensure that the works are designed and developed to withstand the extreme conditions of the ocean and beach environment.