



Northern Beaches Coast Walk **Public Art Strategic Plan**

Community Engagement Draft Report, February 2019



northern
beaches
council

Contents

Executive Summary	2
Key Outcomes.....	3
Participation Snapshot	4
Background	5
Engagement Approach.....	6
Outcomes of Engagement.....	8
Appendix 1 - Schedule of Engagement Activities	14
Appendix 2 - Detailed Feedback - community popups and stakeholder workshops	17
Appendix 3 - Community Pop-ups - Activity Map	20
Appendix 4 - Community Pop-ups and Stakeholder Workshops - images	21
Appendix 5 - Online Survey Results	23

Executive Summary

Northern Beaches Council in partnership with consultants GML Heritage (GML) and JOC Consulting (JOC), undertook extensive community and stakeholder engagement throughout 2018 to inform the draft Northern Beaches Coast Walk Public Art Strategic Plan.

The draft Plan has been developed to:

- identify opportunities for public art along the coastline 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 heritage
- deliver a distinctive program of public art and cultural projects to promote the Northern Beaches as an exciting part of Sydney's cultural and creative landscape

The draft Plan's design and development has been supported by an extensive community engagement strategy. This has included establishing the Coast Walk Public Art Working Group in December 2017 and meeting with them about the project every three months, and undertaking widespread consultation with the general community and key stakeholders between July and September 2018.

Feedback received during this targeted consultation period; along with a series of formal submissions received from individuals and the community about the project and advice received from the Coast Walk Public Art Working Group, have informed the draft Northern Beaches Coast Walk Public Art Strategic Plan and the accompanying Scoping Study of the coastline.

Key Outcomes

The consultation identified the following five key outcomes for consideration when planning for public art along the Coast Walk.

<p>Public art should be sympathetic to the natural environment and responsive to the foreshore context of the Coast Walk</p> <ul style="list-style-type: none"> 30% of participants saw public art as an opportunity to enhance and respond to the natural coastal setting; improve the aesthetics of existing infrastructure and create a cultural context for the Coast Walk.
<p>Public art should be high quality, site specific and include a diversity of art forms and experiences along the Coast Walk</p> <ul style="list-style-type: none"> Participants across all engagement activities asked for a combination of permanent sculptures, integrated artworks and a program of temporary and activation-based experiences. Participants consistently called for public art that is 'high quality', 'iconic' and 'world class'. 35% of participants asked for art that connects with and responds differently to each place along the Coast Walk. 45% of participants stated temporary programs, activations and participatory events (such as arts festivals and outdoor exhibitions) were experiences they would like to contribute to and enjoy along the Coast Walk in the future.
<p>Public art should not negatively impact the Coast Walk's headland views and beach vistas</p> <ul style="list-style-type: none"> Integrating artwork sympathetically with the coastline's views and vistas was discussed and prioritised as highly important and integral to the planning for public art along the Coast Walk by the majority of participants. Connecting the headlands along the Coast Walk through high quality integrated artworks such as seating, and/or temporary installations and sculptures was a consistent suggestion by both workshop and pop-up participants and online community submissions.
<p>Public art should explore Aboriginal heritage along the Coast Walk</p> <ul style="list-style-type: none"> 35% of online survey and pop-up participants stated Aboriginal art should be installed along the Coast Walk This was identified as a high priority across all the Special Interest Group workshops including engagement undertaken with the local Aboriginal community. The Coast Walk Public Art Working Group stated it was essential to acknowledge and celebrate local culture through art opportunities which express Aboriginal stories and connection to place.
<p>Public art should educate the community about the Northern Beaches' unique natural environment, culture and heritage</p> <ul style="list-style-type: none"> Participants across all engagement activities consistently identified opportunities for public art to interpret local biodiversity, the unique Northern Beaches landscape (and seascape), and the stories and heritage of people and places along the Coast Walk.

Participation Snapshot

In total, 1,111,244 were made aware of the project, 29,837 people were directly informed about it with 1,206 of those people formally engaged through face to face and online methods.

Face to face engagement

5 x consultative meetings with Coast Walk Public Art Working Group	8 participants
1 x site tour with Coast Walk Public Art Working Group	4 participants
1 x two-hour project drop-in session and survey at Arts & Culture Networking Event (Glen St Theatre)	55 participants
3 x four-hour open community pop-ups (at beach locations along the Coast Walk)	237 participants 460 people informed
3 x two-hour workshops for key stakeholders and Special Interest Groups	137 participants 46 people informed
3 x meetings with community members with formal submissions	7 participants

Online

Your Say project page https://yoursay.northernbeaches.nsw.gov.au/publicarttrail	2700 page views
Online comments/register your interest	156 responses
Email submissions	9 received
Survey	73 participants 312 page views
Social Pinpoint	72 responses 1007 page views
CER Email	25,425 subscribers

Media and Social

Social media reach (Facebook/Instagram/Twitter)	135,336 post clicks
Electronic Direct Mail (EDM)	127,657 delivered
Media Coverage (positive editorial)	307,882 reached
Media Coverage (advertisement)	88,941 reached
Channel 9 News segment	421,000 views

Background

The Coast Walk Public Art Project

The Coast Walk Public Art Project was initiated by the Northern Beaches Council in 2017. \$2 million has been pledged over four years to deliver public art along the Coast Walk from Manly to Palm Beach, to celebrate the area's unique character and culture and support the experience of walking from place to place. Some parts of the 35.5 km Coast Walk remain under construction with overall completion scheduled for late 2019/early 2020.

A Council project team was formed to deliver the project and a Coast Walk Public Art Working Group was established in November 2017 (comprising eight members of the local arts community) to meet quarterly and provide advice and feedback on the design, development and delivery of the project.

The need to develop a comprehensive strategic plan for Council to deliver the outcomes of the Coast Walk Public Art project was established by the Working Group at their inaugural meeting in December 2017.

The Coast Walk Public Art Strategic Plan A roadmap for the project				
Guiding Principle	Objective	Priority	Action	Outcome
Promote high quality public art on the Northern Beaches	Activate the Coast Walk through public art and create a cultural connection for the community from Manly to Palm Beach	Engage with the community about cultural matters and significant places associated with the Coast Walk	Culturally map the coastline along the walkway, to recognise and acknowledge the environmental, social, cultural and Aboriginal heritage of the Northern Beaches	Develop place-based artist's briefs and initiate partnerships to implement the objectives of the project

Framework developed by Council and Working Group for developing Coast Walk Public Art Strategic Plan, Dec. 2017

Consultants GML Heritage (GML) and JOC Consulting (JOC) were engaged in May 2018 to prepare this plan and undertake a scoping study of the coastline from Manly to Palm Beach to identify opportunities for public art.

Targeted community consultation was then undertaken to inform the Coast Walk Public Art Strategic Plan, a document that will confirm the community's vision and guiding principles for the project and provide a framework to support the planning and delivery of site specific artwork along the Coast Walk.

Engagement Approach

The consultation process was designed to reach a diverse population sample from across the LGA and provided opportunities for people to comment both online and face-to-face at stakeholder workshops and community pop-ups.

The engagement methods were designed to capture insights from specific special interest groups - highly invested in arts, culture, heritage and the natural environment along the Coast Walk – as well as the general community.

The engagement approach was informed by the IAP2 Spectrum and designed to ensure the community and key stakeholders were consulted according to their interests, needs and expectations.

The Engagement sought to identify:

- what types of artwork people would like to see along the Coast Walk
- what cultural experiences people would like to have along the Coast Walk
- specific places that people value along the Coast Walk
- associations, attributes and stories associated with these specific places
- specific places that would be enhanced by public art
- what activities people enjoy/like and currently engage with along the Coast Walk
- who is interested in arts, culture, environment and heritage along the Coast Walk

Engagement materials and activities

Your Say project webpage

The Northern Beaches Your Say [project webpage](#) provided the community with access to background information about the project and regular project updates; was a portal for the community to nominate for the Public Art Working Group; allowed the community to Register their Interest in the project and to receive further information and leave feedback; hosted an online survey, an interactive map and published documents including the Working Group's Terms of Reference and Meeting Notes.

Online Survey

Community members were invited to complete an online survey through the Your Say website. The purpose of the survey was to identify locations along the Coast Walk that were important to the community, what activities are currently being undertaken along the walk (recreational or creative) and what potential opportunities exist for new cultural and artistic experiences. Open for public participation between July - September 2018, the online survey was designed to align with questions being asked during face-to-face consultation.

Social Pinpoint Map

Community members were able to place a pin and leave feedback on an interactive map of the coastal foreshore area through the Your Say website. The purpose of the mapping activity was to gather information and comments about places that are special to the community and may be potential opportunities for public art along the Coast Walk.

An online interactive map was accessible to local Aboriginal stakeholders and open for comments from July to September 2018, providing an opportunity to share ideas for the project.

Consultative meetings with the Coast Walk Public Art Working Group

Eight members of the local arts community were invited to form a Working Group to assist Council with the Coast Walk Public Art Project. Meetings were held bi-monthly/quarterly to help develop the project's vision, guiding principles and identify special sites and recommendations for artwork appropriate to those sites. Meetings included site visits, meetings with the consultants GML Heritage and JOC Consulting, and targeted workshops to capture ideas and feedback to the strategic plan as it developed.

Community pop-ups along the Coast Walk

Three community pop-up sessions were held during the engagement period to increase general awareness of the project, gather data from the general community about special places, art forms and cultural associations along the Coast Walk and to promote the online survey and distribute marketing collateral about the project. The community pop-ups and engagement approach of 'going to the people' was in response to the geographic size of the project area. The three pop-up locations (Manly, Dee Why and Newport beaches) ensured data was collected from a representative sample of community users and visitors across the LGA. The pop-ups were relaxed and welcoming for all ages and backgrounds. As participants completed pop-up activities their responses were both scribed and captured digitally by the project team. Refer to page 9 for select images of the pop-ups.

Workshops for key stakeholders and Special Interest Groups

Four facilitated workshops were held with key stakeholders and special interest groups targeted for their expertise in specific subject matter areas, and their capacity for discussing community ideas, aspirations and concerns about the project. The stakeholder workshops enabled more in-depth discussion often around a key focus area, delivering detailed feedback and data for analysis. The small group discussions and mapping exercises were designed to collect ideas and identify potential opportunities for public art along the Coast Walk from participants.

Dotmocracy at Arts & Culture networking event

Community members invited to Council's Arts & Culture networking event held at Glen St Theatre were invited to participate in a dotmocracy activity associated with the project, voting and commenting on two questions: 'What should we ask the artists to create?' and 'What are the special places for artworks along the Coast Walk?' The activity aimed to capture feedback and opinions from an informed audience and promote the project to the local arts community.

Social media

Northern Beaches Council 'boosted' Facebook and Instagram posts promoting the face to face and online engagement activities and driving the community to the Your Say project webpage.

Outcomes of Engagement

The following section details feedback received through the community engagement process. Responses for each engagement activity are provided below.

Working Group meetings

Six meetings have been held with the eight-member Coast Walk Public Art Working Group over the past 12 months, seeking collaborative feedback on the project and the development of the strategic plan. Key aspects that have been explored over the course of the meeting cycles include: the vision; the experience; the art forms; and the special and significant places along the coast, as well as collaborative benchmarking with other successful public art projects created in response to similar outdoor settings.

Results of the feedback include:

- develop an overarching curatorial vision for art along the Coast Walk that connects people, places and art experiences
- make public art along the Coast Walk a long-term sustainable project into the future
- commission artwork that reflects the unique culture of the Northern Beaches
- engage with the community and key knowledge holders to scope the area to select the best sites for art projects
- create a brand for the Coast Walk through public art
- establish the Coast Walk as the nexus for local arts and cultural activities
- focus on Aboriginal heritage through public art
- don't compete with the natural environment – art should complement and enhance
- art should be high quality, site specific and budgeted properly
- needs a diversity of art forms with a clear 'group' preference for signature sculptures
- needs a combination of permanent artworks and temporary art programs and events



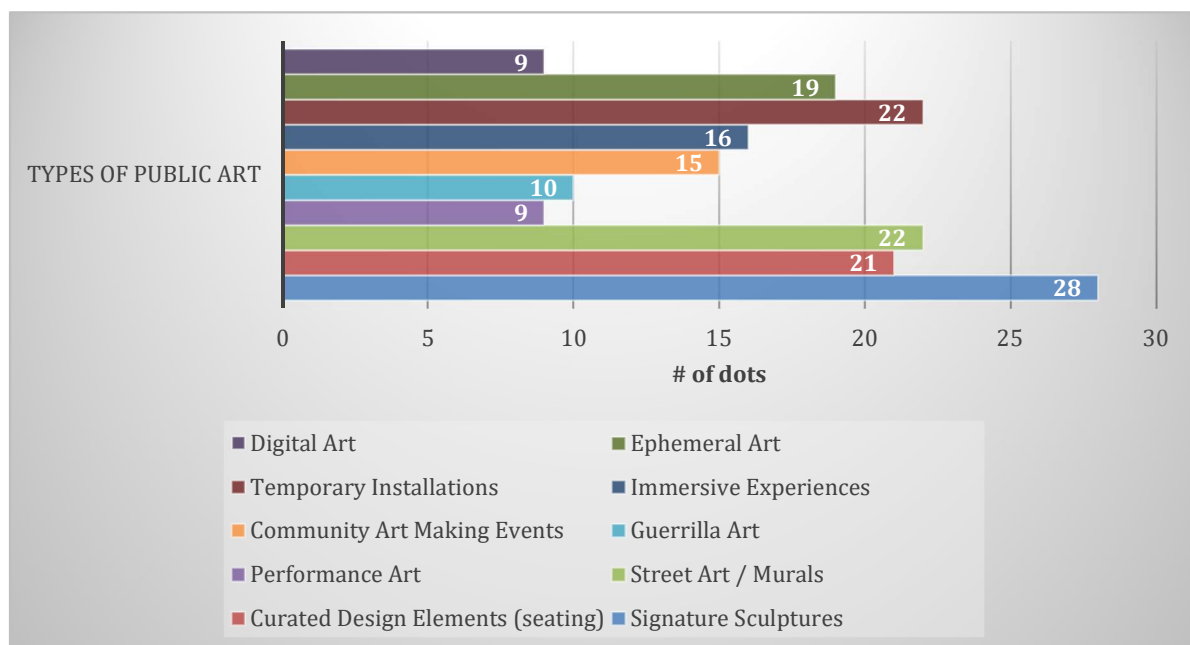
Coast Walk Public Art Working Group activities

Dotmocracy

121 members of the local community attended Council's Arts & Culture networking event at Glen St Theatre on 16 May 2018. 55 people (each given 3 x dots) participated in a dotmocracy activity, voting and commenting on two questions: *What should we ask the artists to create?* and *What are the special places for artworks along the Coast Walk?* The activity collated 171 votes and 47 feedback comments.

Results of the feedback showed:

- A strong desire for a diversity of art forms and clear preference for high quality signature sculptures
- An artistic philosophy of integrating artwork with the natural environment
- 'less is more' – a call for fewer, high quality artworks as opposed to lots of less ambitious or uninspiring pieces
- Aboriginal artwork – invite the local communities to tell their stories of the coast
- Preserve the spectacular natural beauty of the coastline
- Use all public buildings and amenities as opportunities for artwork eg. surf life saving clubs, public toilets, showers, seating, fences etc.
- Art should be tactile, immersive and interactive
- Art should be found in unexpected places
- Commission artworks that connect the beaches and the headlands
- Program ephemeral art installations and temporary exhibitions like Sculpture by the Sea



Results of dotmocracy activity exploring preferred art forms on the Coast Walk at Arts & Culture networking event

Community pop ups

The three community pop ups held on 21, 22, 29 July 2018 at Manly, Newport and Dee Why beaches respectively and attracted a lot of interest and positive feedback about the project. 237 participants engaged with the mapping and survey activities and 460 people learnt more about the project over three x four-hour sessions.

Results of the consultation included:

- art must complement the natural environment
- the views and vistas along the Coast Walk are what make it so special – don't let art intrude
- Aboriginal heritage and connection to place should be celebrated
- educate people about the unique natural environment and history and culture of the Northern Beaches
- celebrate the views and vistas
- art is a great way to connect the beaches and our community
- there are special places associated with good memories and good experiences all along the Coast Walk (each pop up location showed a bias in the mapping activity for the location and adjacent surrounds of the pop up)
- use the Coast Walk to stay fit and enjoy being outside in nature
- a diversity of art forms both permanent and temporary that enhance the place
- art that is integrated into the landscape
- temporary art events and festivals will activate the Coast Walk and support the community's love and enjoyment of the area
- pride in and gratitude for the spectacular coastline
- need more seats to enjoy the views (Newport pop up)



Community pop up, Manly Beach July 21 2018

Workshops for Special Interest Groups

61 participants engaged with the facilitated workshop activities during the four x two-hour workshops held on 27 and 28 July, 23 August and 10 September, 2018 at Manly Art Gallery & Museum, Long Reef Golf Club, Avalon Recreation Centre and Dee Why Civic Centre. The small group discussions and mapping exercises collected ideas, aspirations and concerns about the project and identified potential opportunities for public art along the Coast Walk.

Results of the consultation included:

- participants strongly support protecting the natural and cultural environment and having places that provide contemplation and wonder in nature
- Aboriginal heritage and connection to place should be celebrated through art
- art must be site specific and sympathetic to the environment and context in which it is placed
- art should support the distinctive character of local places and reflect the unique cultural heritage of the Northern Beaches community and the coast
- recommend a diversity of art forms and a range of cultural experiences along the Coast Walk
- foster creative partnerships and collaborations to create artworks
- activate spaces that need enhancement through public art
- connect the headlands and beaches
- integrate art into public infrastructure (surf lifesaving clubs are opportunities for artwork)
- create art-ready spaces for temporary activations and events
- use art as a means of educating the community about the geology and biodiversity of the natural environments along the coast including marine environments
- connect with local creatives to give longevity to the project



Environment and Heritage stakeholder workshop, Long Reef Golf Club July 28 2018

Online survey

A total of 312 views and 73 responses were received through the online survey that was conducted through the Your Say website from July to September 2018. Designed to support the face-to-face community pop-up data gathering experience, results of the online survey showed: (see Appendix)

- The community has strong connections to the coastline's natural beauty and ocean views and artwork should be sympathetic to that environment
- Curl Curl to Freshwater Foreshore Walk and Long Reef Headland were the most popular places for the community to enjoy cultural and recreational activities along the Coast Walk
- The Coast Walk's unique flora and fauna should be conserved and celebrated through public art
- The Coast Walk needs spaces to stop, rest and appreciate the surroundings such as well-designed seating, viewing platforms and peaceful gathering places with shade and plantings
- The Coast Walk is an opportunity to celebrate Aboriginal and local heritage through public art

Social pinpoint map

1007 visits were made to the [interactive map](#) of the coastal foreshore area through the Your Say project website. This gathered information and comments about places that are special to the community and may be potential opportunities for public art along the Coast Walk. 72 community members placed a pin and left feedback. The map was active from July to September 2018.

Results of the online feedback included:

- 66 places from Manly to Palm Beach were identified for potential artwork on the Coast Walk
- specific artwork and artists' suggestions were received
- a diversity of art forms and artistic expressions were recommended
- connections to the pinned places were centred around engaging with the natural environment including flora and fauna and ocean views and vistas
- Ten specific infrastructure suggestions to improve the amenity of places along the Coast walk were received including seating, accessibility ramps, pathway improvements and lookout platforms
- Six negative comments were received asking for no artwork to be installed and the project funds to be directed towards other priorities

Aboriginal stakeholder engagement

Targeted engagement with the local Aboriginal community about the project was included in a larger engagement being undertaken to record Aboriginal stories across the whole LGA – the Northern Beaches Aboriginal Stories project. Council invited members of the local Aboriginal community to plot ideas for Aboriginal interpretive signs and public art for the whole of the Northern Beaches on an online interactive map – accessible and open only to those stakeholders. The purpose of this was to provide Aboriginal community members with a private space to share ideas. The online map was open for comments from July to September 2018.

The Aboriginal community was also invited to contribute to the wider Coast Walk public art consultation activities.

Results of the online feedback included:

- stories from the Garigal, Cannalgal and Kay-ye-my clans, the Aboriginal Heritage Office and Budawa Aboriginal Signage Group
- support for Aboriginal culture and heritage being recognised fully and appropriately as part of the Coast Walk Public Art project
- support for artwork that will recontextualise and deepen visitors' connection to popular sites between Little Manly and Palm Beach, offering a balanced selection of storytelling and educational content
- ideas included artwork engaging with cockle and oyster shell middens, engravings, paintings, ancient transport routes, communication methods and tool manufacture, first-hand accounts recorded by Colonial settlers, and information about the plentiful bush-tucker, flora and fauna that characterised this region
- reiteration that the region holds many important but fragile Aboriginal sites and broad public access to these sites is not appropriate, although their stories present valuable opportunities to enhance ongoing engagement with our Aboriginal heritage
- artworks will grow cultural consciousness around Aboriginal heritage and history, and enrich Indigenous and non-Indigenous people's experiences of the region, without compromising fragile and culturally sensitive sites.

Email and written submissions

Nine email submissions were received including offers of donation of artwork for the Coast Walk. Ideas from the community included:

- 'A Seated Walk' – 100 sculptural seats created by artists and installed at key interpretive viewing points for visitors to sit and enjoy their journey along the Coast Walk
- 'The Triassic Trail – a Unique Coastal Walk from Manly to Palm Beach' – a curated walk that enhances, develops and displays the Northern Beaches' unique Triassic era rock formations, its creative communities and Aboriginal heritage
- Significant 'iconic' gateway sculptures commissioned by the best national/international public artists as entry markers for the beginning and end of the Coast Walk – Manly and Palm Beach

Appendix 1 - Schedule of Engagement Activities

This table provides a schedule of engagement activities - measured by their reach:

Participated:	A participant contributed to engagement activities through the sharing of ideas, stories or knowledge.		
Informed:	A participant was made aware of the Coast Walk Public Art project and the consultation process through exposure to marketing collateral (including traditional and new media) or conversations about the project.		
Type of Engagement	Event	Details	Reach
Pop-up community consultation	Pop-up 1 – Manly Beach	Date July 21, 2018 Time 10 AM - 2 PM Location Manly Beachfront, opposite The Corso	Participated 94 People Informed 160 People
	Pop-up 2 – Newport Beach	Date July 22, 2018 Time 10 AM - 2 PM Location Newport Beach, near Bert Payne Park	Participated 68 People Informed 170 People
	Pop-up 3 – Dee Why Beach	Date July 29, 2018 Time 10 AM - 2 PM Location Dee Why Beach,	Participated 75 People Informed 130 People
Workshop	Arts and Culture Workshop	Date: July 27, 2018 Time: 5 PM - 7 PM Location: Manly Art Gallery & Museum, Manly	Participated 17 People Informed 10 People
	Environment and Heritage Workshop	Date: July 28, 2018 Time: 3 PM - 5 PM Location: Long Reef Golf Club, Collaroy	Participated 17 People Informed 10 People
	Internal Council Workshop	Date: August 7, 2018 Time: 1 PM - 3 PM Location: Dee Why PCYC	Participated 25 People Informed 15 People

Type of Engagement	Event	Details	Reach
	Avalon Special Interest Group Workshop	Date: August 23, 2018 Time: 1 PM - 2:30 PM Location: Avalon Recreation Centre, Avalon Beach	Participated 12 People Informed 8 People
	Youth Special Interest Group Workshop	Date: September 10, 2018 Time: 6:00 PM - 7:00 PM Location: Civic Centre, Dee Why	Participated 7 People Informed: 3 People
Survey	Online Community Survey	Date: July - September 2018	Participated (completed survey) 73 People Informed (views) 312
Meeting	Coast Walk Public Art Working Group meetings	Dates: December 2017 February/May/July/November 2018	Participated 8 People x 5 Meetings
Tour	Coast Walk Public Art Working Group Site Tour	Date: November 9, 2018 Time: 9 AM - 4 PM Location: Palm Beach through to Manly	Participated 4 People
Dotmocracy (survey of potential opportunities for artworks on the Coast Walk)	Arts & Culture Networking Event	Date: May 16, 2018 Time: 6 PM - 8 PM Location: Glen St Theatre, Belrose	Participated 55 People
Website	Your Say Project Page	Date: July - September 2018	Participated (left comment, registered for updates/emails) 156 people Informed 477 People Site visits 2,700
Interactive online	Social Pinpoint	Date: July - September 2018	Participated (left comment,

Type of Engagement	Event	Details	Reach
	Avalon Special Interest Group Workshop	Date: August 23, 2018 Time: 1 PM - 2:30 PM Location: Avalon Recreation Centre, Avalon Beach	Participated 12 People Informed 8 People
	Youth Special Interest Group Workshop	Date: September 10, 2018 Time: 6:00 PM - 7:00 PM Location: Civic Centre, Dee Why	Participated 7 People Informed: 3 People
			registered for updates/emails) 72 people Informed (site visits) 1007 People
Email	Community Engagement Register	Date: July - September 2018	Informed (site visits) 25,425 People

Appendix 2 - Detailed Feedback - community popups and stakeholder workshops

Four key themes emerged as important insights from the consultation undertaken at the community pop-ups and stakeholder workshops. Detailed feedback is as follows:

Community pop ups

Art forms - *preferred medium of creative expression along the Coast Walk*

- 23% selected 'Landscape' and 'Sculpture' as their preferred artistic response for the Coast Walk, this included ideas such as sculptural artwork and installations using natural materials sympathetic to the natural environment
- integrated design elements such as artist-designed seating, fencing and ground plane artworks to enhance the pathway along the Coast Walk was supported by a large number of participants
- 30% stated they want art to enhance and celebrate the natural environment and its coastal views
- preserve the headlands, vistas, and the biodiversity of the coast as they are a key driver behind why people choose to live and visit places on the Northern Beaches.
- retain the natural coastline experience along the Coast Walk, artwork should be an opportunity to enhance and support the natural aesthetics of the coastline and the beach

Locations - *special places along the Coast Walk*

- Dee Why (14%) and Long Reef (13%) were recorded as the favourite places to visit along the Coast Walk (this result may be biased, as there was a high participant count at the Dee Why pop-up which may account for an increased amount of votes in comparison to some other locations)
- sites were mostly chosen because of the location's scenic views and beauty within the landscape.
- Palm Beach and Long Reef had the highest response frequency (16%) for scenic views and natural beauty
- many participants related significant life events, happy memories and enjoyable experiences associated with special places, holidays, family gatherings, first kiss, marriages, proposals, memorials etc

Celebrate/Commemorate – *what to acknowledge or explore along the Coast Walk*

- the Coast Walk can be an educational experience (supported through a diversity of art forms and interpretation) for the community to understand the geology, history and biodiversity of the coastal environment
- celebrate Aboriginal heritage and culture
- celebrate the area's unique local stories about places and people
- use local artists to create art installations highlighting their connection to the Northern Beaches

Experiences – *what to see/do/enjoy along the Coast Walk*

- 15% selected walking and running from place to place as their preferred activity to enjoy along the Coast Walk
- walking and running along the coastline were activities that were completed by a wide range of age groups and were identified by participants as a way many spent time with friends and family to appreciate the landscape
- coming to the coast to rest and unwind also scored highly
- washing the day away through surfing and swimming

Workshops

Art forms - *preferred medium of creative expression along the Coast Walk*

- all workshop participants nominated preservation of the natural landscape as their highest priority for art along the Coast Walk and asked for art to be site specific and sympathetic to the environment and context in which it is placed
- participants from the Arts & Culture and Avalon Special Interest Group workshops called for a diversity of art forms and a range of experiences, including a mix of 'large scale work' (world class) and opportunities for emerging artists
- 'high quality' artworks by recognised public artists that will act as a drawcard to attract visitors to the Northern Beaches
- temporary art festivals, popups, ephemeral art, outdoor exhibitions and events to attract people and add vibrancy to spaces and places along the Coast Walk
- Environment and Heritage workshop participants called for artwork that is 'low key with minimal impact on the Coast Walk. Artwork that is educational and interprets the landscape, biodiversity and heritage of the coastline and uses sustainable materials
- Youth Group participants were interested in art that supports the activation of spaces such as murals, temporary artworks that are immersive and provocative, art-making events that are inclusive and multi-generational and digital and sound art that connects places having multiple elements that can be experienced as you move along the Coast Walk
- artwork that is a transition from the built form and the natural environment
- foster partnerships and collaborations to create art

Locations- *special places along the Coast Walk*

- across the workshops, participants suggested many places from Manly to Palm Beach that were special or significant and potential opportunities for public art. The most common location pinned was Long Reef, then Narrabeen Lagoon, Dee Why, Curl Curl, Freshwater, Turimetta, Mona Vale, Avalon, Bangalley and Palm Beach
- participants stated spectacular views, native ecosystems and the unique character of each location and its surrounding area made specific locations special
- surf lifesaving clubs – opportunity for public art
- deliver infrastructure and utilities to places along the Coast Walk to facilitate art experiences (power, water, lighting, gathering space, shade) make them event ready spaces

Celebrate/Commemorate– *what to acknowledge or explore along the Coast Walk*

- Aboriginal heritage – tell the local stories of the Northern Beaches and the European contact stories
- the significant environmental and heritage locations along the coast
- unique vistas and views from the headlands should be preserved – artwork should be integrated and embedded into the environment
- connection between communities from south to north and connection to places and memories – tell local stories about people and events

- local creativity and local artists
- celebrate the Northern Beaches and its unique culture and lifestyle.

Experiences – *what to see/do/enjoy along the Coast Walk*

- educational experiences
- environmental experiences
- outdoor cultural experiences that are inclusive – cinema, performance, music, art making, temporary exhibitions and installations
- create a unique and different experience from other coastal walks
- enjoy the scenery – rest and contemplation
- walking and running – fitness and health.

Appendix 3 - Community Pop-ups - Activity Map

The map is a visual summary of where participants placed their memory or story pins during the three community pop-ups (Manly, Dee Why, Newport).



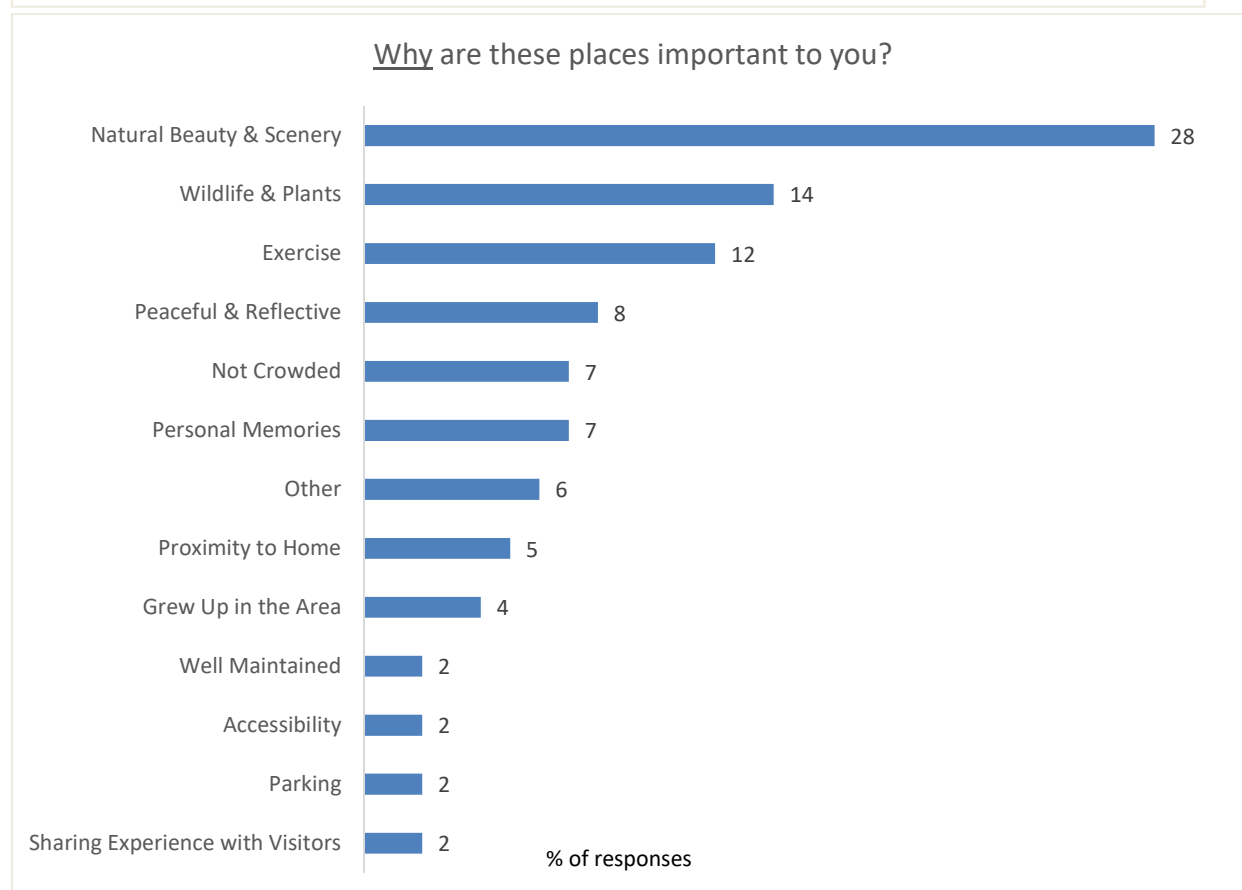
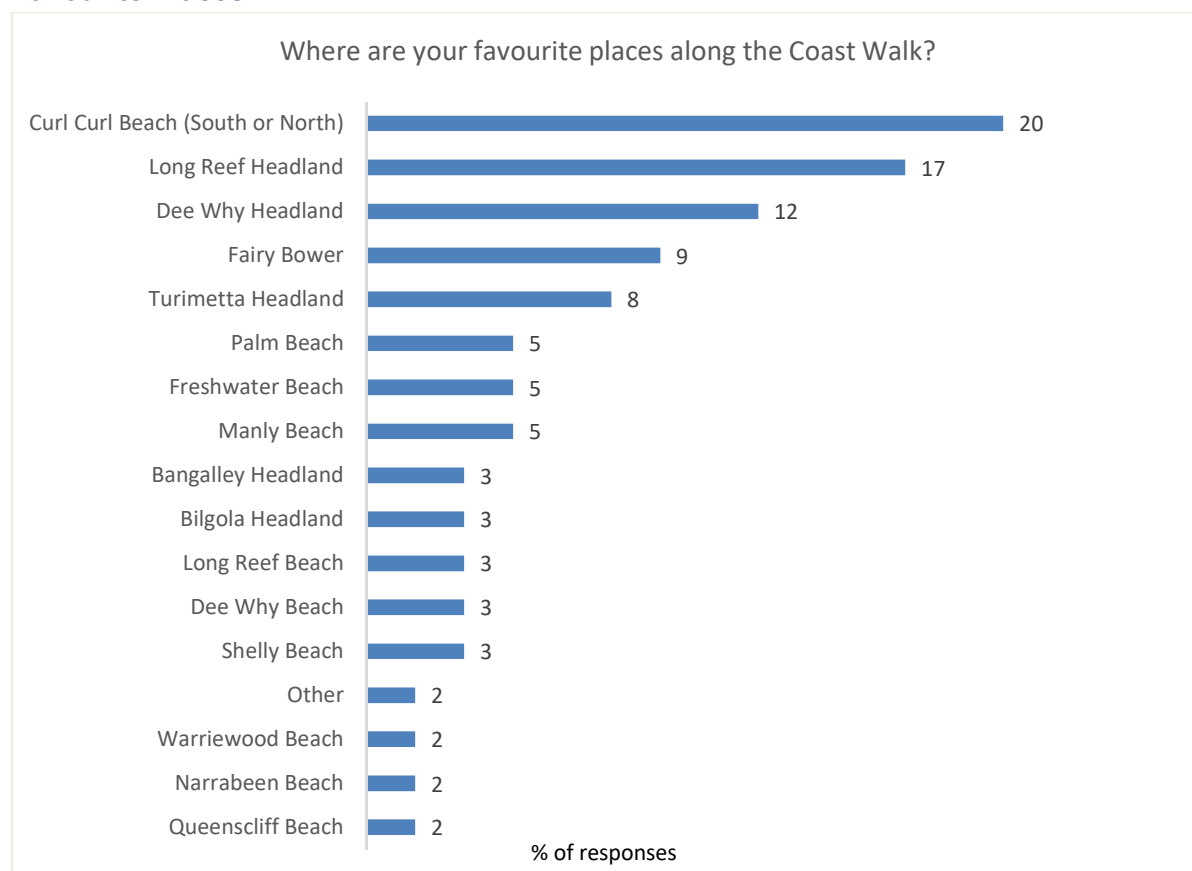
Appendix 4 - Community Pop-ups and Stakeholder Workshops - images



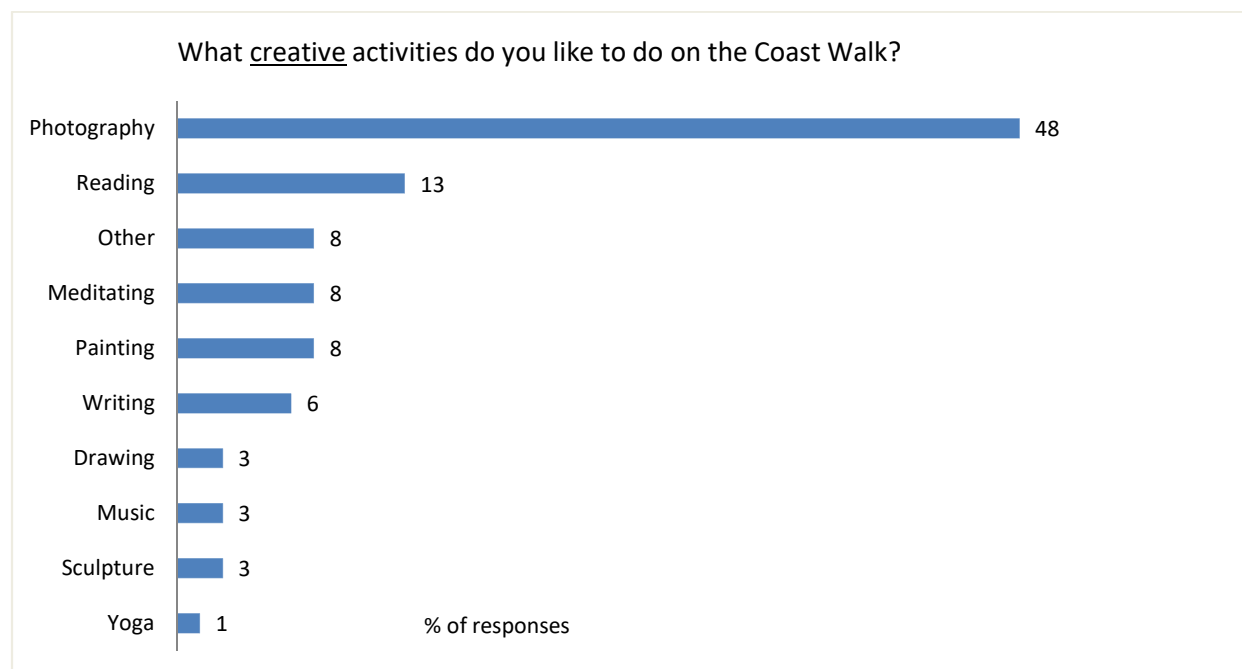
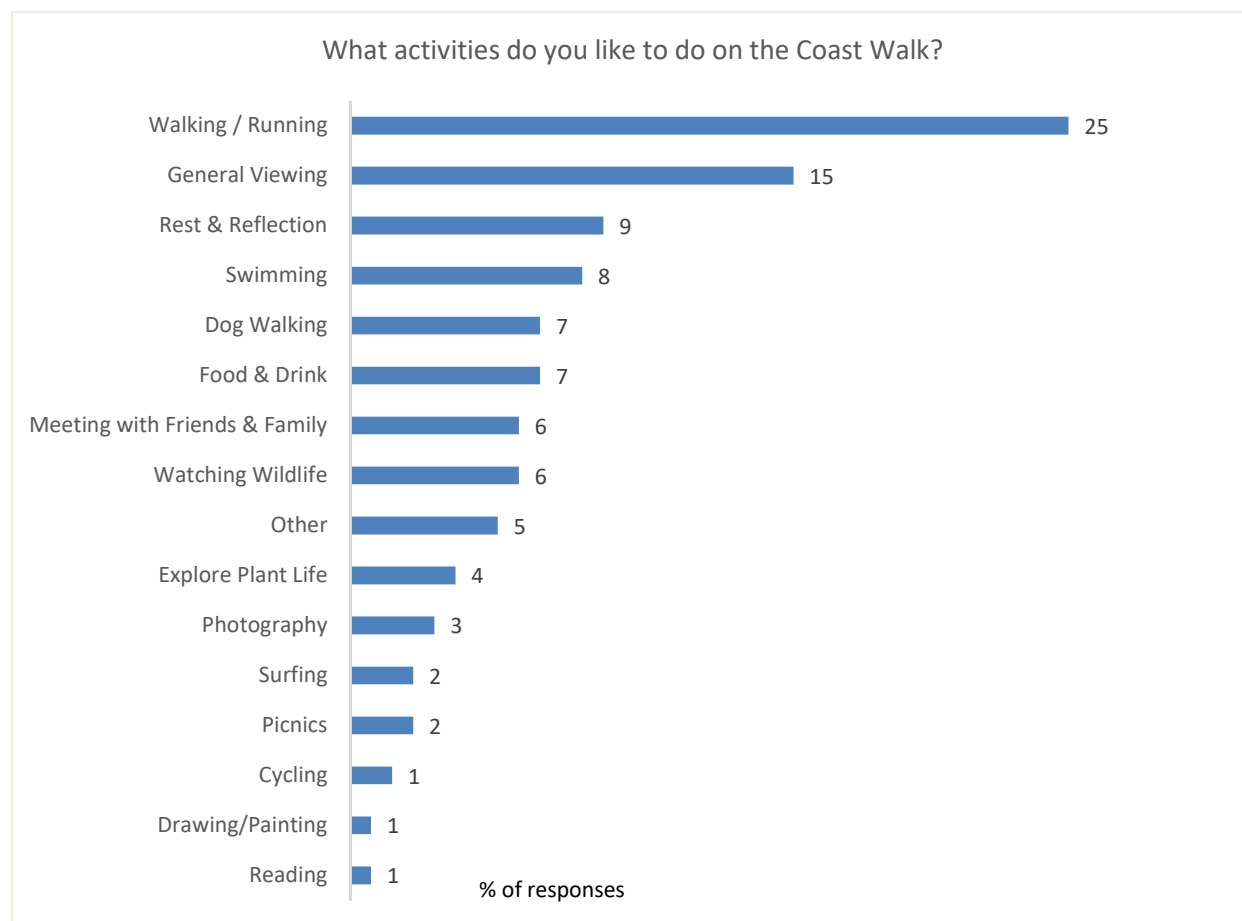


Appendix 5 - Online Survey Results

Favourite Places



Activities - current



Activities/experiences - new

