

City of Greater Geraldton Public Art
Strategy
Survey Summary Report

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1. Introduction

Since late 2019 the City of Greater Geraldton (the City) in collaboration with consultants at **element** have been reviewing the City's approach to public art in order to develop and deliver a Public Art Strategy which results in high quality, engaging artworks for the community. As part of the planned engagement activities for the project, an online survey of eleven questions was circulated by the City to a targeted list of stakeholders, seeking feedback on the direction and current provision of Public Art within the Local Government Area.

In total 27 responses were collected between 27 December 2019 and 18 February 2020, with the survey consisting of a mixture of qualitative and quantitative questions. The survey saw a completion rate of 43% with a number of participants opting to not answer several questions presented.

The aim of the survey was for the project team to gain timely and accurate feedback from key stakeholders to influence direction of, and next steps for the City's Public Art Strategy.

A high-level summary of results from the survey are detailed below.

2. Summary of key findings

Question One

A number of objectives have been identified for public art across the City of Greater Geraldton, as listed below. Please rank your top priorities for public art from most important (1) to least important (9).

Figure 1 below summarizes the weighted scores for public art priority objectives, with the higher the number representing the greatest priority.

The top three priorities selected by stakeholders were:

- Bring to life community stories and themes (6.46);
- Enhance public realm and infrastructure (5.96); and
- Provide opportunities for local artists (5.88).

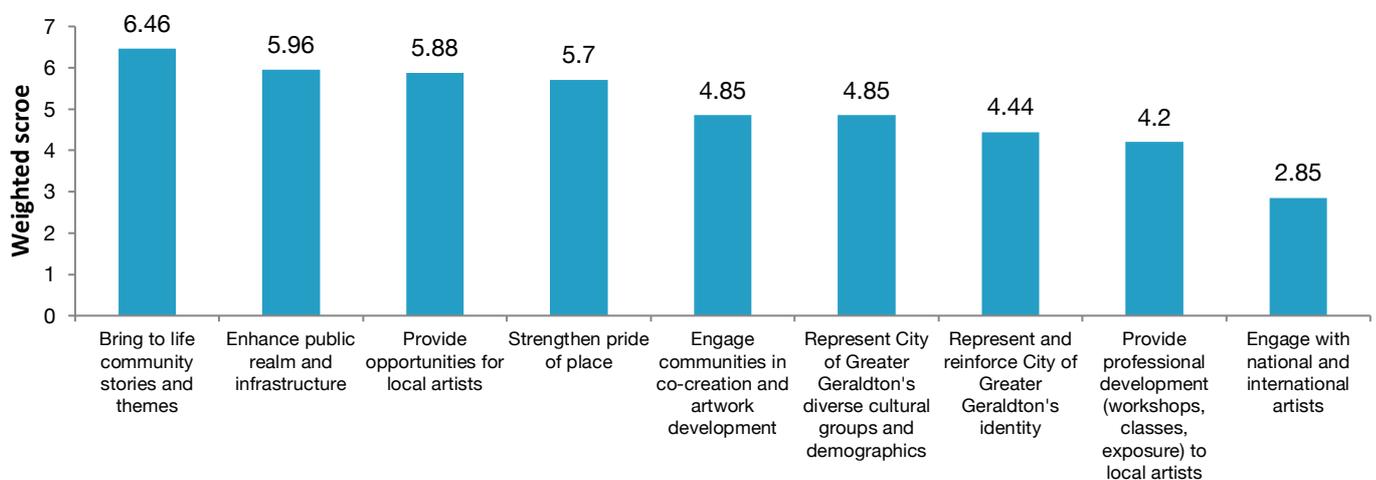


Figure 1: Community survey question 1: ' Please rank your top priorities for public art from most important (1) to least important (9). (n=27)

Question Two

Reflecting on the objectives above, have we missed anything or is there something else you would like to add?

An analysis of nine comments reveal the following stakeholder sentiments below.

Table 1: Community survey question 2: ' Reflecting on the objectives above, have we missed anything or is there something else you would like to add?' (n=17)

Theme	Stakeholder feedback
The City of Greater Geraldton identity	<ul style="list-style-type: none"> Discover and incorporate a new and fresh identity for CoGG Highlight public art that strengthens pride of place / sense of place Share local stories and themes (e.g. sailors, soldiers)
Representing indigenous culture	<ul style="list-style-type: none"> Strengthen connection to Aboriginal stories Strengthen connection and collaboration with Aboriginal artists Do not shy away from difficult histories but also celebrate the good
Significant places and spaces	<ul style="list-style-type: none"> Places for reflection and healing Develop 'culture trails' to showcase and educate Enhance the public realm with modern and contemporary artworks, attract visitors Create vibrancy in commercial precinct
Other	<ul style="list-style-type: none"> More pop-up exhibitions, ephemeral events, music, museums Provide more access to public art across the greater Geraldton area Provide national or international residencies Diversify selection of artists away from established names, provide more opportunity for emerging artists regardless of age

Question Three

Public art comes in many forms, from small scale integrated artworks and large iconic sculptures to temporary and ephemeral artworks. Public art includes murals, projections or even one-off event-based works. From the public art typologies below, please select which types of public art you believe are most relevant for the City of Greater Geraldton?

Participants answering this question could select multiple responses from a pre-populated list

The top types of public artwork that were considered the most relevant to the City by stakeholders were:

- Artwork walk and drive trails (74%);
- Artwork co-created with community AND Artworks integrated into built form (equal 70%); and
- Play-based artwork AND Large-scale iconic artwork (equal 63%).

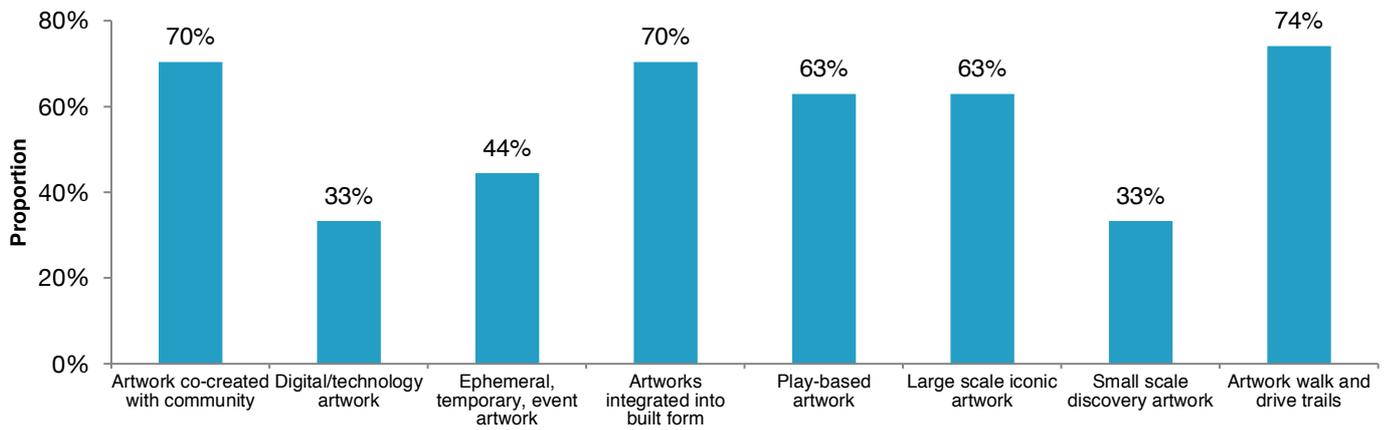


Figure 2: Community survey question 3: ' From the public art typologies below, please select which types of public art you believe are most relevant for the City of Greater Geraldton.' (n=27)

Question Four

We want to understand the City's vision for public art. Please select the top three terms you believe best reflect the future of public art programming and the collection.

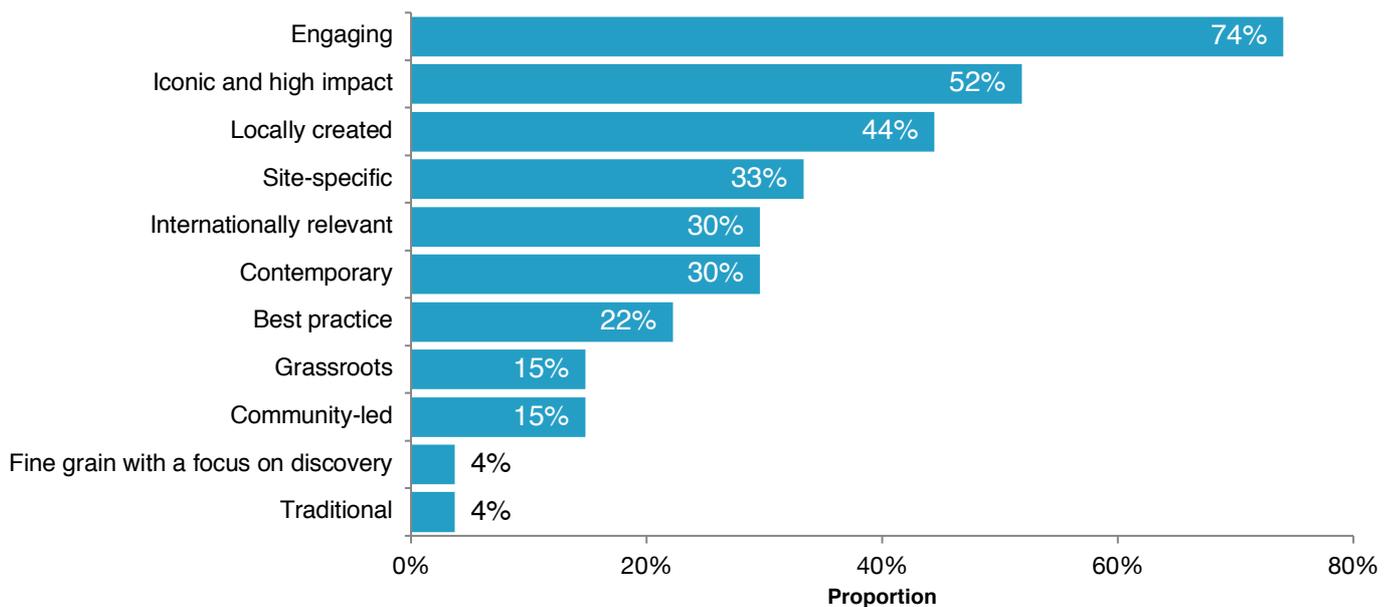


Figure 3: Community survey question 4: ' We want to understand the City's vision for public art. Please select the top three terms you believe best reflect the future of public art programming and the collection.' (n=13)

In addition to the most popular terms selected by participants in Figure 3 above, other comments included:

- Aboriginal identity, cross cultural
- Local creation of art and culture, mixture of traditional and contemporary
- Use best practice engagement approaches
- Preference for local artist having more input/weighting on public strategy outcomes, rather than community-led

Question Five

Can you think of additional ways the City could improve its public art collection and offer?

An analysis of 15 comments reveal the following stakeholder sentiments below.

Table 2: Community survey question 5: ‘Can you think of additional ways the City could improve its public art collection and offer?’ (n=18)

Theme	Stakeholder feedback
Improve maintenance of artworks	<ul style="list-style-type: none"> ▪ Ensure that art investments are well looked after over time in a professional manner ▪ Maintain a good public art record, including when to perform maintenance ▪ Develop a maintenance plan linked to budget
Cross culture artworks	<ul style="list-style-type: none"> ▪ More Aboriginal artworks, large scale ▪ Showcase people across gender, culture and age ▪ Highlight local culture related to Geraldton
Building capacity	<ul style="list-style-type: none"> ▪ Forge and maintain strong relationships with artist's and community ▪ Generate artwork ideas collaboratively with the community ▪ Create a sense of pride and ownership so people appreciate artworks more ▪ Upskill local people and artists ▪ More participation by emerging artists ▪ Art committee needs to be structured and ordered
Expand the borders	<ul style="list-style-type: none"> ▪ Artwork to represent culture outside of the CBD ▪ More public art more accessible outside the CBD (e.g. Mullewa, Greenough, Walkaway)
Other	<ul style="list-style-type: none"> ▪ Run program to create ephemeral artworks and other short term projects ▪ Engage with minorities in the community

Question Six

The City currently cares for an extensive collection of public artworks, including some which are over 20 years old and others which have been severely damaged over the years. How should the City continue to manage these older and damaged public art works?

For this question participants could select multiple options from four selections. Of the 27 responses the most preferred options were as follows:

- Document and record the collection – to be made available online (67%)
- Decommission damaged, irreparable artworks as a matter of priority (63%)
- Maintain and replace existing damaged artworks (37%)

Of note, no stakeholders selected 'Leave works untouched, do not continue to maintain'.

In addition to the selections above, other comments included:

- Remove the 'orange rabbit ears' sculpture
- Could there be opportunities to re-purpose old/damaged artworks?
- Strong support for digital documentation and making the collection available to freely view online
- Idea to solicit donations from the public to repair damaged works (done in an eastern states gallery)
- Once work becomes beyond repair it is best removed

Question Seven

Can you identify any artworks in particular that require immediate care or removal?

- Yellow Submarine
- Rock, metal and water sculpture at rear of CoGG offices adjacent to QPT
- Murals in Mullewa

Question Eight

Considering the cultural and heritage values in the City of Greater Geraldton, what are the key stories, themes and narratives that should be explored and expressed through public art? The following four options are to provide guidance only, please add in additional responses in the free text section which follows.

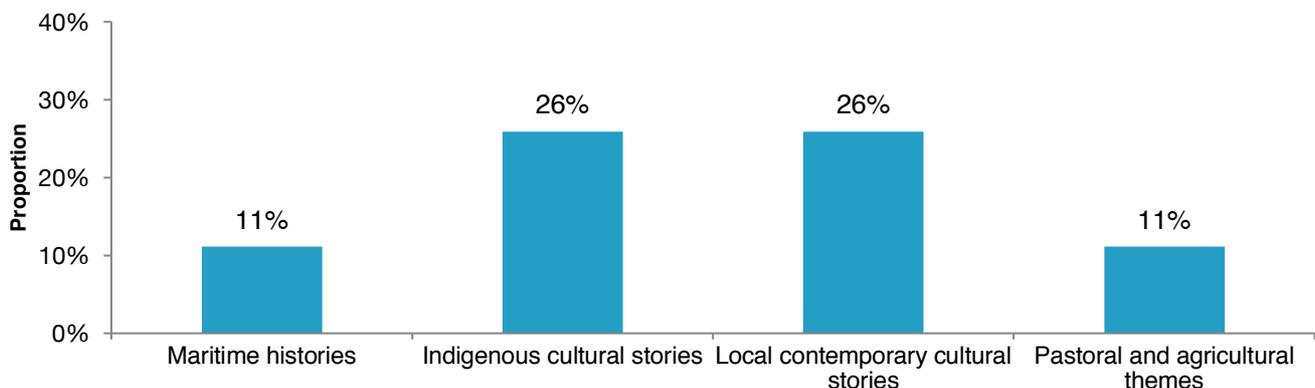


Figure 4: Community survey question 8: 'What are the key stories, themes and narratives that should be explored and expressed through public art?' (n=27)

City of Greater Geraldton Public Arts Strategy, Stakeholder Survey, March 2020

In addition to the above an analysis of 16 comments reveal the following stakeholder feedback in Table 3 below.

Table 3: Community survey question 8: ‘What are the key stories, themes and narratives that should be explored and expressed through public art?’ (n=16)

Theme	Stakeholder feedback
All of the above is important	<ul style="list-style-type: none"> Five respondents commented that all of the above themes are important
Environmental themes	<ul style="list-style-type: none"> Wildflowers Fishing Environmental/conservation
Maritime	<ul style="list-style-type: none"> Maritime stories both happy and sad Maritime stories are important
Aboriginal	<ul style="list-style-type: none"> Aboriginal storytelling Cross cultural stories Contemporary and historical issues Priority area
Life in Geraldton	<ul style="list-style-type: none"> Contemporary living in Geraldton Fishing Farming Mining and exports Migrant stories
Other	<ul style="list-style-type: none"> Give artistic freedom back to artists, do not dictate boundaries or parameters of artworks Literary themes (e.g. Stow) Themes that build and shape our City Places of significance, tell multiple stories for different perspectives

Question Nine

Have you been involved in any public art processes through your role – if so, what were they? I.e. procurement, maintenance, documentation, approvals.

Participants cited the following public art processes they had been involved with:

- Procurements
- Approvals
- EOI processes
- Mural art
- Christmas tree trail project
- General appreciation and love of art
- Community workshops, advisory groups and consultation
- Maintenance

Question Ten

In your daily experiences and interaction with the City's diverse community, have you received any feedback or comments regarding public artwork? This may include locations for possible new artworks, types of artwork the community would like to see or any commentary on the existing public artworks.

Comments from 22 participants included the following:

Table 4: Community survey question 10: 'In your daily experiences and interaction with the City's diverse community, have you received any feedback or comments regarding public artwork?' (n=22)

Comment category	Stakeholder feedback
Positive sentiment	<ul style="list-style-type: none"> ▪ Strong support and appreciation for the 'Horizon' artwork ▪ Positive feedback for 'Protected Memory' artwork ▪ Positive feedback for Yamaji Emu eggs artwork ▪ Positive feedback for recent Mullewa murals ▪ Trevor Richards artwork ▪ GRAG's art collection ▪ Nostalgic mini lighthouses artwork
Negative sentiment	<ul style="list-style-type: none"> ▪ Graffiti artwork is not as appreciated, reminiscent of vandalism ▪ 'Zephyr' on the foreshore did not represent value for money ▪ Negative sentiment for Orange Wings near Dome ▪ Dislike for 'Protected Memory' artwork ▪ Meta-graphic in the Rocks Laneway not in touch with local community and quickly deteriorated
Other comments	<ul style="list-style-type: none"> ▪ Value for money is important for public artworks ▪ Need more public artworks ▪ Need more visible information about artworks in the public realm ▪ Install artworks as entry statements on three major roads leading into Geraldton, the Airport and near the Wharf for passengers arriving on cruise ships. ▪ Acknowledgement of significant Aboriginal sites where artworks and memorials are placed ▪ Ensure a sense of cohesiveness for new artworks being installed along the foreshore ▪ Less emphasis on text, more on photos or imagery

Question Eleven

Is there any additional feedback you would like to provide regarding the City's public art collection, program or strategy?

- Idea to install a giant crayfish sculpture
- Look outside the box to bring more visitors to the City
- Engage with creative professionals for new works and facilitate outcomes
- Have a balance of Aboriginal and non-aboriginal artworks
- Strategy should clearly outline the criteria and process to decommission works
- Increase local content in the gallery
- Support for contemporary artworks, makes an impact for residents and visitors, injects vibrancy and creates iconic destinations

DCS478B - Attachment - Survey Summary Report

- Deliver the commissioning process in-house, not hire external consultants, evaluation panel to be a representation of the community, not just City staff and Councilors
- Provide rigor around the selection criteria for new artworks
- Use public artwork as wayfinding for pedestrians, a sense of discovery for all ages
- Activity advertise tenders for public art submission in the community to attract local and non-local artists
- Every art project or program has the capacity to upskill and add value to large public artworks
- Strategy should be backed by a policy that supports recommendations of arts professionals
- Commendation that the Strategy will put in place structures and planning for public art