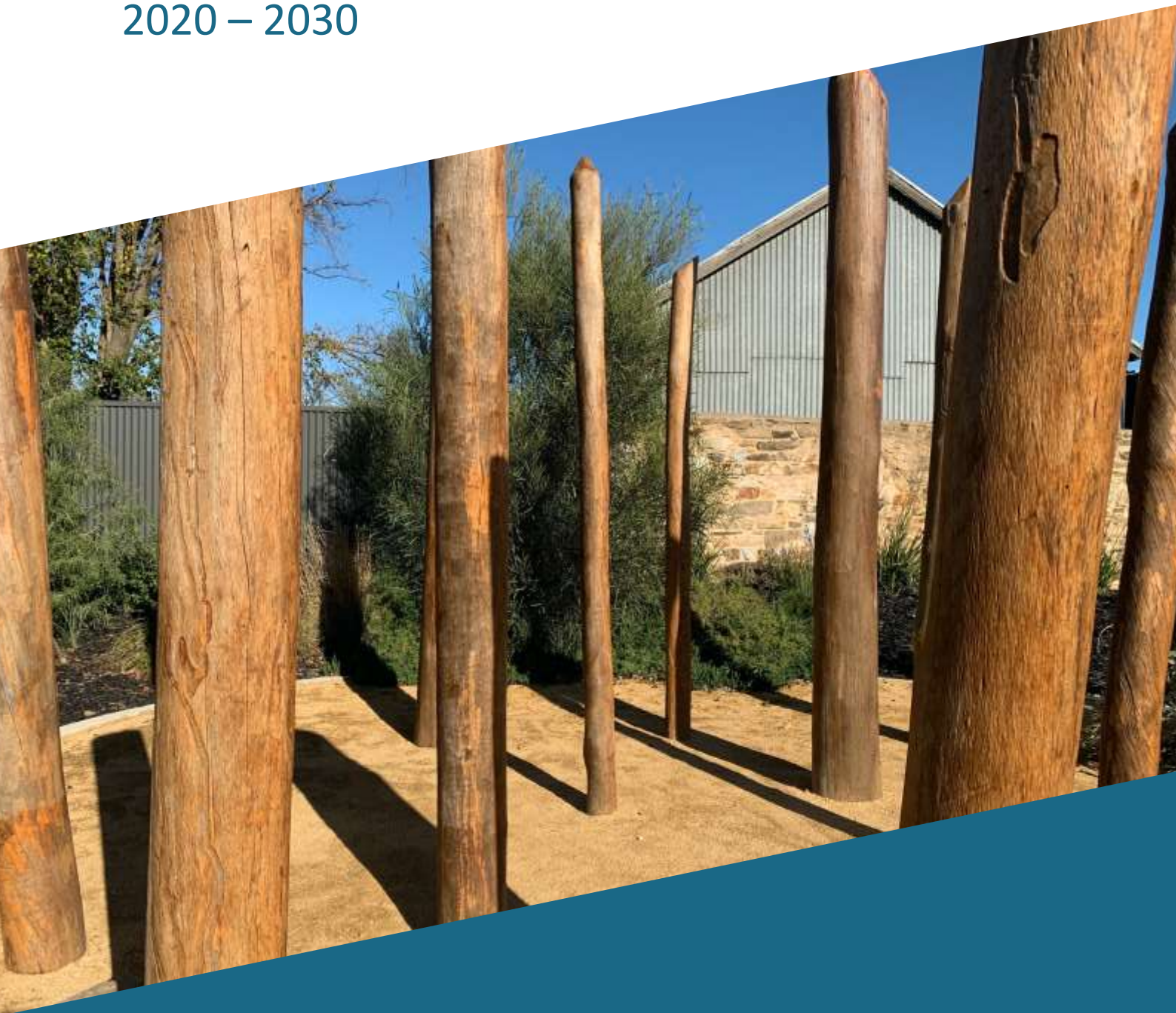


PUBLIC ART STRATEGY

2020 – 2030



Overview	3
Vision	4
1. Key Purpose of Public Art	5
2. Public Art Goals	6
3. Strategic Actions	7
4. Key Themes	11
5. Key Public Art Projects + Site Recommendations	13

Overview

This strategy is part of a suite of documents development by Light Regional Council to support and govern the development of Public art within the Council area. There are three documents in the suite including:

- Public Art Strategy
- Public Art Development Guidelines
- Public Art Policy

The **PUBLIC ART STRATEGY** outlines key goals and priorities for Council and the community to focus on in relation to the development, management and promotion of Public art over the next ten years. It is designed to be a road map for immediate action but to also provide consistency and progress in public art development and management in the long term.

The **PUBLIC ART DEVELOPMENT GUIDELINES** provide best-practice advice on developing art in the public realm both for Council and other stakeholders. It details the process including basic project planning and management, site selection and commissioning artists. The guidelines ensure that public art can be developed safely and efficiently and covers issues relating to ownership, insurance and ongoing maintenance.

The **PUBLIC ART POLICY** outlines the parameters for Light Regional Council when developing public art themselves or regulating the development of public art by other private, commercial and community-based stakeholders.

The suite of documents were developed by Light Regional Council in 2020 with support from Consultant, Maz McGann. The contents are based on research and community consultation that was undertaken in person and online. The themes, strategies and key projects included in the strategy are a direct response of the information gathered from the Light Regional Council staff and residents. The strategy, guidelines and policy reflect best practice approaches that ensure effective development and management of public art of all types.

Vision

Light Regional Council enjoys a highly regarded and captivating collection of public art situated throughout the Council area. Developed by community, council and commercial partners, the collection celebrates the culture and identity of the region, increases local pride, enhances the urban and rural landscape for local residents, workers and visitors to the region.



1. Key Purpose of Public Art

Public Art can play a variety of roles within a Council and community context. It is vital when developing public art projects to clearly articulate the key purpose or driver of the project. This provides a guide decision making relating to projects and ensures the investment in public artwork achieves the desired outcomes. More about identifying the purpose is detailed in the Public Art Guidelines.

Based on feedback from the Light Regional Council community key drivers for public art include:

- a) To celebrate and acknowledge the culture of the region reflecting both the history of the region and contemporary life.
- b) To encourage people to visit the region, enhance the visitor experience and to provide passers-by with a reason to stop in Light Regional Council towns and explore.
- c) To add colour and vibrancy to both the urban and rural landscapes across the Council region and create unique and memorable markers, which connect people to place.



2. Public Art Goals

Light Regional Council will...

1.

Develop and manage a public art collection that is relevant and engaging in collaboration with the community and commercial entities.

2.

Support and encourage community, private and commercial stakeholders to develop public art that aligns with the character and identity of the region.

3.

Enhance public space, create unique markers and bolster the region's cultural credentials for locals to Enjoy, and to attract visitors.

4.

Encourage community pride, a connection to place, and creative participation through public art projects that celebrate stories and the heritage of the region.

3. Strategic Actions

The following strategic actions have been identified to achieve Light Regional Council's Goals in relation to the development and management of public art.

GOAL 1

Develop and manage a public art collection that is cohesive, high-quality, relevant and engaging, in collaboration with the community and commercial entities.

Strategic Actions

- 1.1. Include public art development within relevant Council infrastructure, urban design and open space strategy planning – particularly focusing on integrated public art.
- 1.2. Assess Council's public art collection and ensure it is included on Council's asset register, is appropriately insured and has a management and maintenance plan in place.
- 1.3. Allocate funds for the development of public art across the Council area as part of Council's long-term financial plan.
- 1.4. Ensure all public art projects undertaken by Council are accessible and include mandatory consultation and engagement with the community and the inclusion of a place-based approach.
- 1.5. Leverage Council's public art investment to attract funding from external sources and maintain relationships with state and federal arts bodies.
- 1.6. Engage professional artists to create public art within the Council area and encourage other public art developers to do the same.
- 1.7. Ensure complementary elements of public art projects are included to ensure access, engagement and ease of care including landscaping, lighting, signage and suitable pathways.

GOAL 2

Support and encourage community, private and commercial stakeholders to develop public art that aligns with the character and identity of the region.

Strategic Actions

- 2.1 Support external parties that are developing public art, by providing incentive and advice on regulations, identifying suitable artists funding and best practice public art development.
- 2.2 Encourage organisations that are leading public art projects to familiarise with Council's public art guidelines and policy and engage with community during the development of the work and to respond to the region's cultural, social and historic themes
- 2.3 Support organisations and groups with funding for public art projects through Light Regional Council's Community Grants Program.
- 2.4 Work closely with residential and commercial Developers to include public art within their projects as part of a "percentage for art scheme" supporting the development of integrated public art, entry statements and independent artworks.



GOAL 3

Enhance public space, create unique markers and bolster the region's cultural credentials for locals to enjoy and to attract visitors.

Strategic Actions

- 3.1 Develop up to 3 - 4 artworks over the next ten years that are authentic and accessible, offer a unique addition to the landscape and encourage people to visit, stop and explore the Light Regional Council towns and villages.
- 3.2 Develop a range of collateral, both physical and digital, to encourage engagement with the region's culture through public art. This includes interactive elements that conveys information about the artwork, its themes, the artist and the location where the work is situated.
- 3.3 Align existing and new public art development with local, existing or potential trails that encourages people to move throughout neighbourhoods, towns and the broader region.
- 3.4 Utilise public art works through Council media and marketing channels to promote a sense of identity for the region that is unique.



GOAL 4

Encourage community pride, a connection to place and creative participation through public art projects that celebrate stories and the heritage of the region.

Strategic Actions

- 4.1 Ensure at least 30% of public art projects undertaken by Council include a participatory approach, providing opportunities for groups and individuals to be involved with the artmaking
- 4.2 Increase the community's understanding of public art through marketing and promotion during development and after completion and incorporate launch activities that articulate the key purpose of the public art projects.
- 4.3 Ensure suitable signage is included with all public art projects that provides insight into the artwork's themes, origins, the artist and relevant stories.
- 4.4 Prepare public art project briefs that convey local stories both contemporary and historic – providing insight about the people, landscape and the built and natural heritage.
- 4.5 Develop unique entry markers that convey a sense of place with in each of the Council's towns and villages.



4. Key Themes

To create, manage and regulate a cohesive public art collection for Light Regional Council, the following themes have been identified to help guide development. This information provides artists and designers with an in road into understanding the heritage of the people, the features and imagery of the landscape and the many stories which span both the past and the present.

These themes are not definitive, providing key ideas that require additional research and interrogation. From time to time new stories, ideas and events can occur that may also provide a suitable focus for public art. In the absence of these, the following themes are useful as a thematic foundation for public art projects.

Theme Details

Key Ideas: First Nations People, Copper Mining, Pioneering History, Farming and Agriculture, Transport, Engineering

The Light district was primarily home to the Ngadjuri people, whose territory stretches from Angaston to Freeling, north to Clare and Carrieton, north-east to Koonamore and Yunta along the ranges. The Kurna and Permamangk, who were closely connected to the sea and the Murray River, were also known to have occupied parts of what is known as the Light Regional Council now. Ngadjuri required a large territory to sustain themselves and they are said to have held corroborees by the Greenock Creek. Their lands align closely with the distribution of the Peppermint Box (*Eucalyptus odorata*) Gum trees and the Ngadjuri were known as the “peppermint gum people”. European settlement brought the breakdown of the Ngadjuri’s society but they have continued to do what they can to keep their cultural heritage and knowledge alive – passing on many thousands of years of tradition.

Heritage

Heritage is very important to the identity and character of Light Regional Council, named after Colonel William Light – Surveyor General, who explored the region. The region boasts a rich and diverse history with pioneers from the region playing an important role in the building of South Australia in the mid 1800s. The history of innovation, economic strength and rich growing lands have contributed to the culture of the region to this day.

The copper mine in Kapunda operated from 1844 for just over 30 years – with Kapunda considered the oldest copper mining town in South Australia. Declining copper prices resulted in the mine’s closure in 1879 but the profits from it are said to have propped up the SA economy and saved it from bankruptcy. The mine’s operation saw Kapunda thrive and it was considered the rural centre for the mid-north with important transport links. The Cornish links to the Copper mine are also an important part of the region’s historic story.

From an agricultural and engineering perspective, Freeling, Wasleys, Greenock and Roseworthy are all significant from an historical perspective. Innovation in the development of tools that changed the way crops were harvested around the world were developed in the region and the Roseworthy agricultural college was the first of its kind in Australia. The Light region is famous for its wheat, hay and grapes - Freeling was the largest hay producing centre in SA during the 1900s and the Seppeltsfield facility was the largest producer of wine in the Southern Hemisphere at the beginning of the 20th century.

Key Ideas: Kidman and Dutton Family, Sporting Heroes, Innovation, Historic Icons, Resilience, Hard Working, Practical, Connections to the Land.

The Light region boasts a strong cohort of hard-working, practical people who are proud of their heritage as rich agriculture, industry and trade hub. The reputation of the region to produce great talent across farming, engineering, politics and sport is renowned. Much renown has emerged from the region's townships with many of the forefathers reflecting innovation, talent and commitment. From wine innovators Joseph and Benno Seppelt who established Seppeltsfield as the biggest producer of wine at the turn of the 20th century to Wasleys forefathers John Ridley and Charles Mullen who developed agricultural machinery in the 1800s that changed the way people farm around the world. Kapunda has also produced several parliamentarians including four South Australian Premiers and many prominent businessmen and philanthropists including Sir Sidney Kidman and Henry Dutton.

Light people are proud of this history and the desire to sustain an ethic of hard-work, innovation and strong connection to the land is still evident in the community today. It is important to celebrate the character of the region through recognition of great people from both our past and our present.

Key Ideas: Open Space, Big Skies, Unique Townships, Winemaking, Agriculture, Wheat, Haystacks and Bush

Light Regional Council enjoys a diverse landscape with a series of towns and villages dotted amongst rich agricultural plains, rolling hills and vineyards. Early twentieth century architecture is evident throughout the Council area creating a distinctive South Australian heritage aesthetic – particularly in Kapunda with its two-story main street frontage. Heritage granite and sandstone that the region is known for is a common feature in much of the heritage architecture.

Seppeltsfield boasts some iconic architecture with some of the oldest and most iconic winery infrastructure still standing and being used in Australia with its gravity-fed cellar. Magnificent old farm houses are dotted through the rural areas, some beautifully restored and others considered ruins – hark back to the region's pioneering history and the many stories it offers. To the south, Hewett presents an interesting architectural juxtaposition with a more contemporary landscape. New homes clustered amongst the rolling hills near Gawler were established in the last few decades and reflect a sense of modern Australian lifestyle.

The vineyards dominate the eastern part of the Council area, which forms the western zone of the Barossa Valley with some of the most successful wineries in the country situated in the region. Further west, the landscape is dominated by expanses of yellow, with wheat and hay dominating and the silos at Roseworthy adding to what is a typical Australian regional vista. The Light River, North Para River and Gawler River are all significant water sources for the mid-north that meander through the region from the north east, with smaller waterways feeding into it. The remnants of the copper mine at Kapunda provide a unique addition to the landscape with its stunning green.

5. Key Public Art Projects + Site Recommendations

The following projects are provided as recommendations for Council, the community and other stakeholders to consider as a focus over the next decade. These projects translate the strategies included within this document in a practical way and offer some tangible outcomes in the context of the Light Regional Council landscape. The Key Project Recommendations are suggestions based on the research and engagement undertaken as part of this strategy with further planning and development required to progress these projects and realise them fully.

It is important to note that over time, particularly within a ten-year timeframe, that other projects and sites will emerge in addition to or instead of those listed here. Depending on the future needs of the community, nature of the project and the partnership opportunities, these new ideas may be more relevant and should be considered fully. Providing additional projects fit within the broader goals and can be delivered according to the policy and guidelines, they may prove to be a better fit or prioritised above the recommendations here. Alternatively some of the projects detailed here could be combined with new ideas or initiatives to achieve the desired outcomes.

6.1 Town / Village Centre Enhancement

Overview

This project sees the development of public art within the towns and villages of Light Regional Council. There are two key components to this project including:

- **Iconic Markers**

These works will be contemporary and provide an interesting juxtaposition against the heritage landscapes within the Light region. They will be reasonably large in scale and may include multiple elements that traverse key retail strips, transport corridors and/or town centres. Captivation and visibility are key principles for this initiative with the works specifically designed to present as significant markers – providing a unique sense of place. The works will encourage people to move around and explore the towns, interact and have more memorable experiences. The development of the artworks will primarily be led by professional practicing artists working closely with local businesses and the community. Collateral that aligns the artworks with local and regional branding and interactive and complementary digital elements are also encouraged.

- **Urban Art Integration**

This part of the project sees the integration of thematic imagery into the towns and villages with artistic elements potentially incorporated into seating, pathways, on Stobie poles, bins, bollards

and/or planters that are upgraded or replaced over time. A suite of images can be developed as part of a broader urban design “style guide” that draws on key local themes and aligns with local and regional branding.

From a long-term perspective, the principles of both of these initiatives can be embedded within Council’s urban design planning and implementation and marketing and branding strategies.

Purpose(s)

- To beautify and add vibrancy to the urban landscape creating unique and memorable imagery for the region.
- To encourage travellers to stop and explore the region.
- To enhance visitor experiences, connect them with the culture and identity of the region and offer better and more interesting “Instagram-able” moments.

6.2 Mainstreet Murals, Projections and Silo Art

Overview

This initiative builds on the existing mural initiative and further expand it beyond Kapunda. It takes the current interest in Murals and extends this with the development of interactive components, complementary collateral, lighting and projections. There are three key components to this initiative including:

- **Kapunda Mural Town**

The Kapunda Mural Town project has achieved some fantastic things for the town of Kapunda and their ambition to develop a reputation for murals along the same lines as Sheffield in north western Tasmania is admirable. It is important to consider how this project can position itself amongst the growing number of murals appearing in towns and communities across regional Australia.

To build on the existing momentum of this initiative the following recommendations are provided:

- Develop a curatorial plan that provides thematic guidance for future murals, identifies partners, funding strategies and promotional activities to best leverage the mural collection.
- Build on the existing collection of heritage focused murals in Kapunda with some more contemporary designs including a mural that acknowledges the Aboriginal heritage of the region.
- Engage specialist mural artists to collaborate with Light based artists and the community to create artworks and develop skills and experience on a local level.
- Provide support to other communities in the Council area that may want to also create murals.

- Develop digital collateral that provides access to the stories behind the murals and encourages people to explore the collection and the community.

- **Silo Art**

Silo Art is very much on trend and the popularity is driving demand, with many communities wanting to create their own art attraction – not only developing a creative focal point but also attracting visitors and fostering economic growth. The juxtaposition of vibrancy and colour against agricultural landscapes combined with the sheer scale of these murals provide an interesting and captivating spectacle for people.

Silos in Kapunda and Roseworthy offer a great opportunity for the Light Region to develop its own spectacle, and unlike other locations, both of these sites could leverage their close proximity to Adelaide and attract good exposure and audiences. Another key advantage of both of these sites is their situation within urban areas – encouraging visitors to come into Light Regional townships and potential to stop and explore, have a coffee and look around.

Viterra is open to working with communities to develop Silo Art, with further information about Silo Art available from their website (<http://viterra.com.au/index.php/supporting-our-communities/>). They offer in-kind support for projects and required the final sign off the design.

Existing Silo Art across Australia predominantly focus on Australian iconography and more literal designs that are relevant to regional communities. A project in Roseworthy would engage the community to come up with a relevant design that reflects the local character but also add some more contemporary elements to provide a point of difference. The potential to add lighting elements or augmented reality that offer an “after dark” or animated component to the experience, which would also set it apart from other Silo Artworks around South Australia.

- **Projection Art Pilot and Resource Development**

Like Silo Art, Projection Art is proving to be very popular all over the world. The scale and spectacle of projections on large scale structures offer a captivating experience and there are opportunities for works to come alive through animation, to include sound and most importantly to change regularly.

This project involves the development of a pilot initiative to create a projection work on a prominent place in the Light Regional Council area and document the process and gather resources for the community to use to develop further works in different locations and according to different themes. This project would directly involve the community in developing designs and responding to a range of themes including the celebration of Aboriginal culture. It would also provide an opportunity to create works at a variety of locations throughout the Council area.

Purpose(s)

- To beautify and add vibrancy to the urban landscape creating unique and memorable imagery for the region.

- To engage the community in arts and cultural development activities that celebrate local culture and identity.
- To enhance visitor experiences, connect them with the culture and identity of the region and offer better and more interesting “Instagram-able” moments.

6.3 Significant Site Sculpture Residency and Trail

Overview

Light Regional Council offer a range of significant sites (suggestions included below), that would benefit from the development of public art, raising awareness of the site including its significance and providing an opportunity to promote it anew – to locals and visitors to the region. Through a residency program a series of contemporary artworks could be developed in collaboration with community members and other site stakeholders.

The residency would be undertaken on a biennial basis and involve collaboration with local artists, schools and the community in a range of activities and public programs as part of the initiative. Group, businesses and organisations would be invited to submit a proposal for their site to be selected, which includes their contribution and ideas for the project. Ultimately the resident artist would create a work to be installed at the selected site, which would grow into an interesting collection over time, and translate into a public art trail that encourages movement and exploration across the region. The Residency would focus on a re-invigoration of heritage and interpreting it in creative and contemporary ways. Other themes would be incorporated including interactivity, digital components, placemaking and storytelling.

Purpose(s)

- To capitalise on a unique landscape with the Council area and attract new audiences to the region.
- To celebrate and promote the history of the region.
- To enhance visitor experiences, connect them with the culture and identity of the region and offer better and more interesting “Instagram-able” moments.



- Mattiske Park
- Current and former school sites
- Park Land at top of Hanson Street
- Hills as you enter Kapunda
- Skate Park
- Historic copper sites including Kapunda mine
- Creek lines
- Park on Peake Street
- Hospital grounds
- Caravan Park
- RSL clubs
- Farm Centre Freeling
- Cnr Main Street and Thiele Highway
- Park Benches
- Railway Station
- Wineries
- Laucke Mills
- North Kapunda Wall
- Cnr Old Adelaide and Hancock Road
- Dutton Park
- Harness Club
- Golf Club
- Clare Castle
- Historic sites / markers
- Indigenous sites
- Davidson Reserve
- James Reserve
- Memorial Gardens
- Belvedere Road
- Community Garden





This document has been developed by
Maz McGann
Principal Consultant
Play Your Part
In conjunction with staff and
community members from the Light Regional Council