



Caloundra Public Art Plan 2018

An ArtsCoast initiative – the Sunshine Coast Arts Plan 2018-2038

Acknowledgement of Country

Sunshine Coast Regional Council acknowledges the traditional Country of the Kabi Kabi Peoples and the Jinibara Peoples of the coastal plains and hinterlands of the Sunshine Coast and recognise that these have always been places of cultural, spiritual, social and economic significance. We wish to pay respect to their Elders – past, present and emerging – and acknowledge the important role Aboriginal and Torres Strait Islander people continue to play within the Sunshine Coast community.

Council is committed to ongoing communications and consultation with the Traditional Owners and the broader Aboriginal and Torres Strait Islander community of the Sunshine Coast in the implementation of this plan.

Edition October 2018

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Acknowledgements

Council wishes to thank all contributors and stakeholders involved in the development of this document.

Disclaimer

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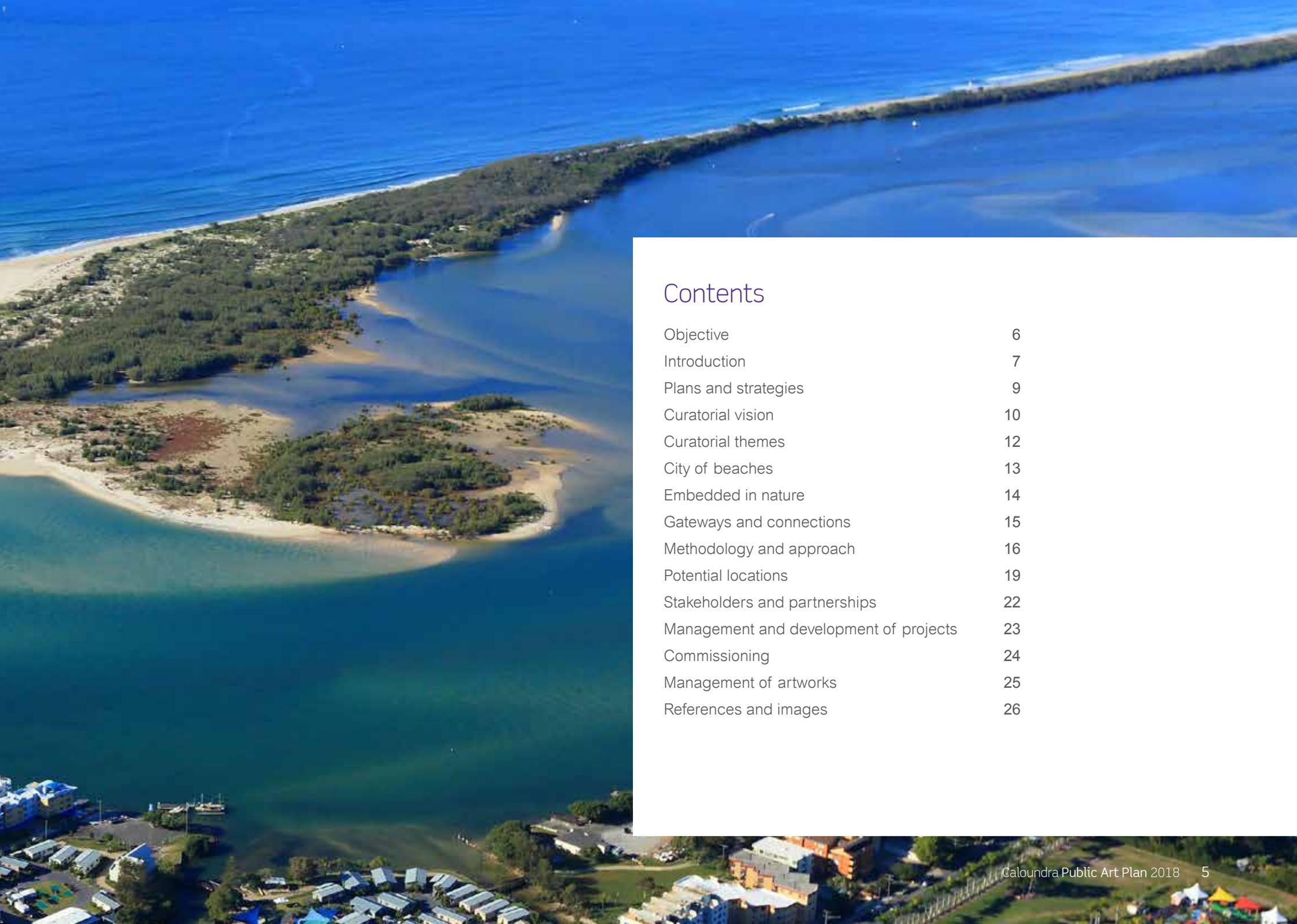
Cover image: *Patterns in the Landscape*, Kings Beach by Glen Manning and Kathy Daly.



'Where culture meets the coast'

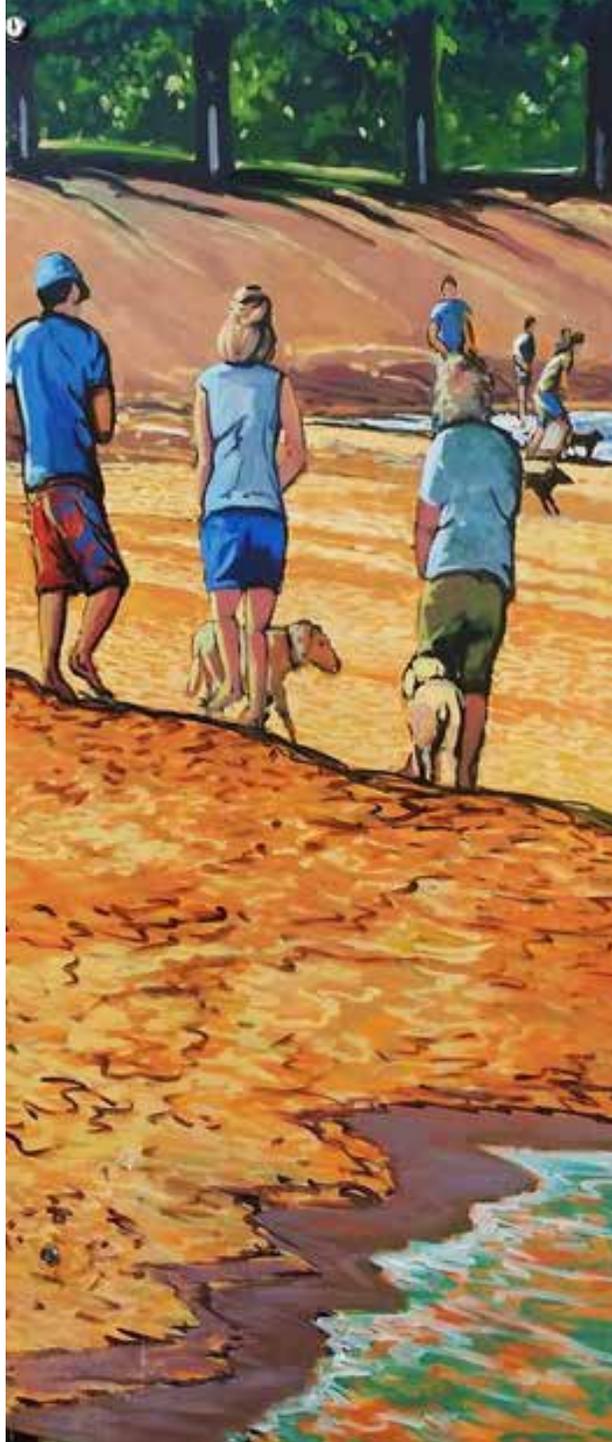
Downtown Caloundra Invigoration Strategy





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'It is intended that art and entertainment will be a key feature of Caloundra's identity and competitive offering... permanent art works would form part of Caloundra's unique identity.'

Page 21 Caloundra Centre Master Plan

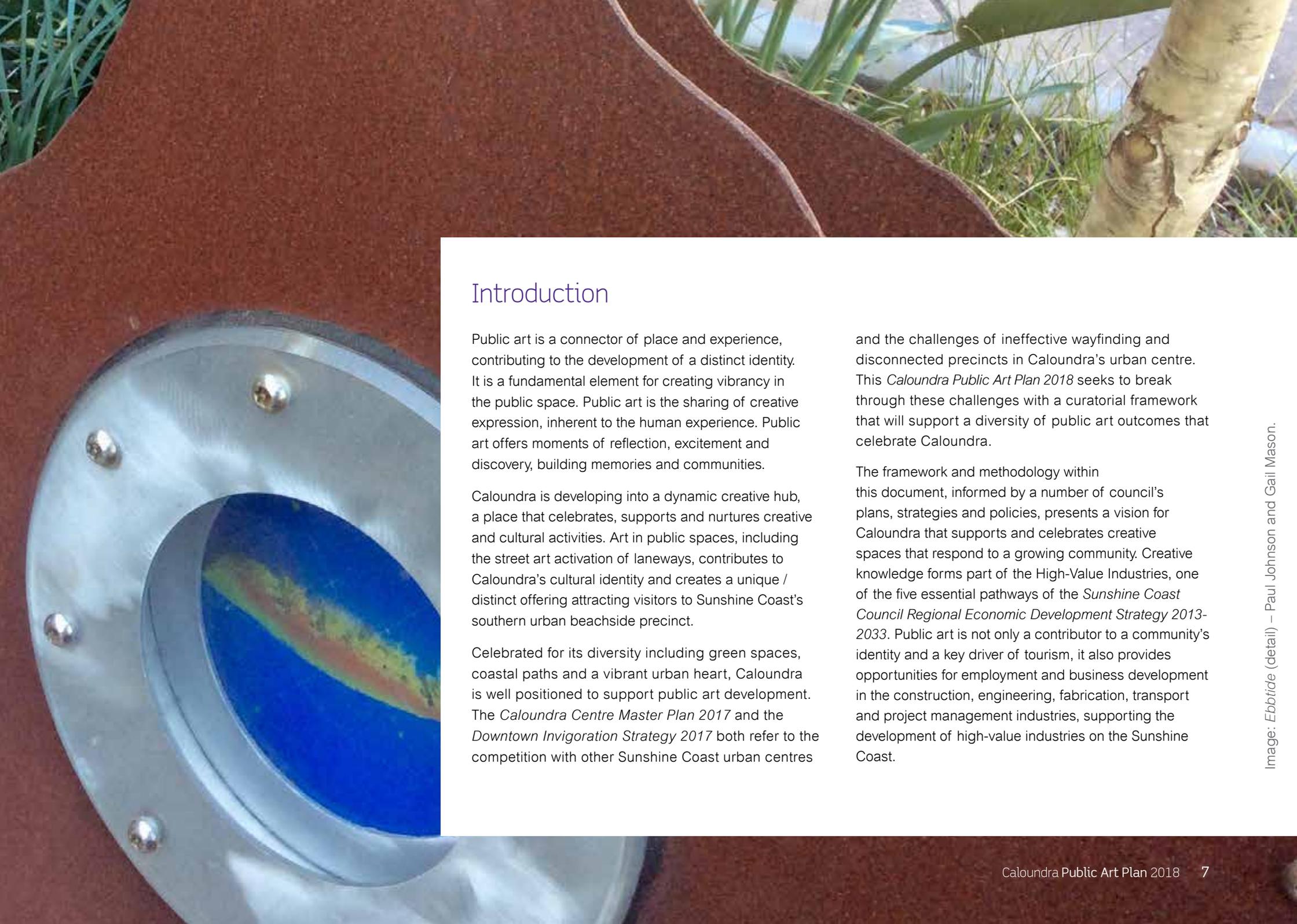
Objective

This *Caloundra Public Art Plan 2018* has been prepared in response to the *Caloundra Centre Master Plan*, specifically in reference to the key initiative S4.4, action A 4.7: *Prepare and implement a Public Art Strategy targeting artworks which showcase the special identity of Caloundra.*

The document is intended to be used as a reference in the development of public art and creative activation in public places in Caloundra. It outlines an approach that is flexible to ensure outcomes are responding appropriately to the changing development of Caloundra and the broader community while retaining the distinct character. The development of public art contributes to the building of a strong and thriving community by engaging individuals in vibrant spaces and places.

An activation plan called Place2, (Appendix A) has also been developed to respond to the framework and to support the development and delivery of public art in Caloundra over an initial three-year plan.





Introduction

Public art is a connector of place and experience, contributing to the development of a distinct identity. It is a fundamental element for creating vibrancy in the public space. Public art is the sharing of creative expression, inherent to the human experience. Public art offers moments of reflection, excitement and discovery, building memories and communities.

Caloundra is developing into a dynamic creative hub, a place that celebrates, supports and nurtures creative and cultural activities. Art in public spaces, including the street art activation of laneways, contributes to Caloundra's cultural identity and creates a unique / distinct offering attracting visitors to Sunshine Coast's southern urban beachside precinct.

Celebrated for its diversity including green spaces, coastal paths and a vibrant urban heart, Caloundra is well positioned to support public art development. The *Caloundra Centre Master Plan 2017* and the *Downtown Invigoration Strategy 2017* both refer to the competition with other Sunshine Coast urban centres

and the challenges of ineffective wayfinding and disconnected precincts in Caloundra's urban centre. This *Caloundra Public Art Plan 2018* seeks to break through these challenges with a curatorial framework that will support a diversity of public art outcomes that celebrate Caloundra.

The framework and methodology within this document, informed by a number of council's plans, strategies and policies, presents a vision for Caloundra that supports and celebrates creative spaces that respond to a growing community. Creative knowledge forms part of the High-Value Industries, one of the five essential pathways of the *Sunshine Coast Council Regional Economic Development Strategy 2013-2033*. Public art is not only a contributor to a community's identity and a key driver of tourism, it also provides opportunities for employment and business development in the construction, engineering, fabrication, transport and project management industries, supporting the development of high-value industries on the Sunshine Coast.

Image: Kings Beach Mosaics – Mary Stuart – Eyes Wide Open Photography.



‘Culture, heritage and diversity are valued and embraced’

Sunshine Coast Social Strategy 2015

Plans and strategies

In the development of this document, many council plans and strategies were referenced to ensure the document has relevance and relationship to council's broader vision for the Sunshine Coast and complies with existing processes for planning and delivery of any public art and creative activation developments and outcomes. It is intended that any new and reviewed strategies and plans will trigger this document to be updated to reflect any changes.

Caloundra City Master Plan (2017)

Landscape Concept Plan (2017)

Downtown Caloundra 2017 Invigoration Strategy

Sunshine Coast Recreational Trail Plan (2012)

Art and Heritage Collections Policy (2017)

Coastal Pathway Linear Open Plan Space Master Plan (2017)

Sunshine Coast Arts & Culture Snapshot (Urbis 2017)

Caloundra Town Reserve Landscape Concept Plan

Cultural Development Policy (under review 2018)

Sunshine Coast Heritage Plan

Sunshine Coast Social Strategy 2015

Sunshine Coast Reconciliation Action Plan 2017-2019

Sunshine Coast Regional Economic Development Strategy 2013-2033

Dicky Beach Precinct Plan

Environment and Liveability Strategy 2017

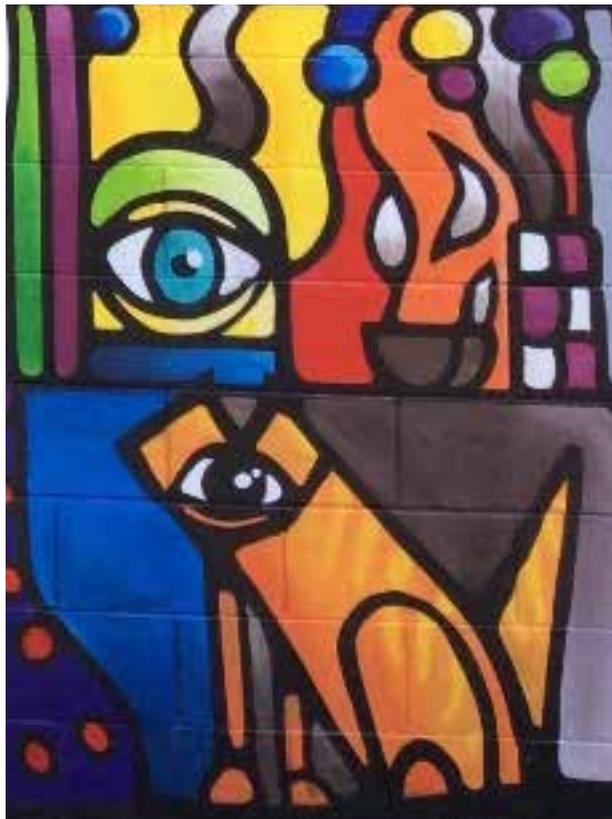
Sunshine Coast Access and Inclusion Plan

Sunshine Coast Youth Action Plan 2018-2021

Sunshine Coast Arts Plan 2018-2038



Image: Kings Beach Mosaics (detail) Mary Stuart – Eyes Wide Open Photography.



Curatorial vision

The Curatorial Vision focuses on the development of Caloundra as a hive of creative diversity that enhances the community and natural assets of the area. It is informed by regional analysis, referring to the *Caloundra Centre Master Plan* and inspired by Caloundra's rich cultural and contemporary history; visions and aspirations for the future and the unique qualities of the natural environment and character of the residents and its urban heart.

The Vision that informs this development strategy, ensures the approach and public art outcomes are inspirational and embedded in the qualities of each precinct, weaving lines of connection through the broader Caloundra area and feeding into the urban

centre and Heart of Caloundra and celebrates the rich knowledge and culture of the regions Kabi Kabi and Jinibara Peoples.

The strategic approach for public art in Caloundra will showcase regional artistic talent, creating opportunities for collaboration and cross-regional connections. This approach will foster and contribute to the development of inspirational creative activations including a diversity of outcomes; street performances, ephemeral, integrated and stand-alone artworks, as well as interactive visual art elements, providing Caloundra with a unique point of difference from other regional urban centres.



Image: Dingle Wall (detail) Steven Bordnaro and Cassie Mason.

'Caloundra is a naturally beautiful, vibrant, smart, creative and community oriented place to live, work, visit and play!'

Page 11 Strategic intent from *Caloundra Centre Master Plan*

Curatorial themes

City of beaches - revolution, reflection and respite

Embedded in nature - bush to beach

Gateways and connections - I See, I See, I See the Sea!

These three themes are inspired by the place, the community and the history of Caloundra. They offer opportunities for a diverse range of creative developments that are not limited to a location, but rather informed by many locations. The themes have been developed in reference to the *Caloundra Centre Master Plan* strategies and key initiatives. The development of public art outcomes in Caloundra will contribute to these key initiatives as referenced below.

Regional role – activation and visitor destination

City of beaches – celebrate local history

Community and creative Hub – integration and connection

Destination centre – special place identity

Community connections – opportunities to improve connectivity

Central urban village – park interactivity and local connectivity

Gateway precinct – enhance street amenity and destination centre gateway



City of beaches

Revolution

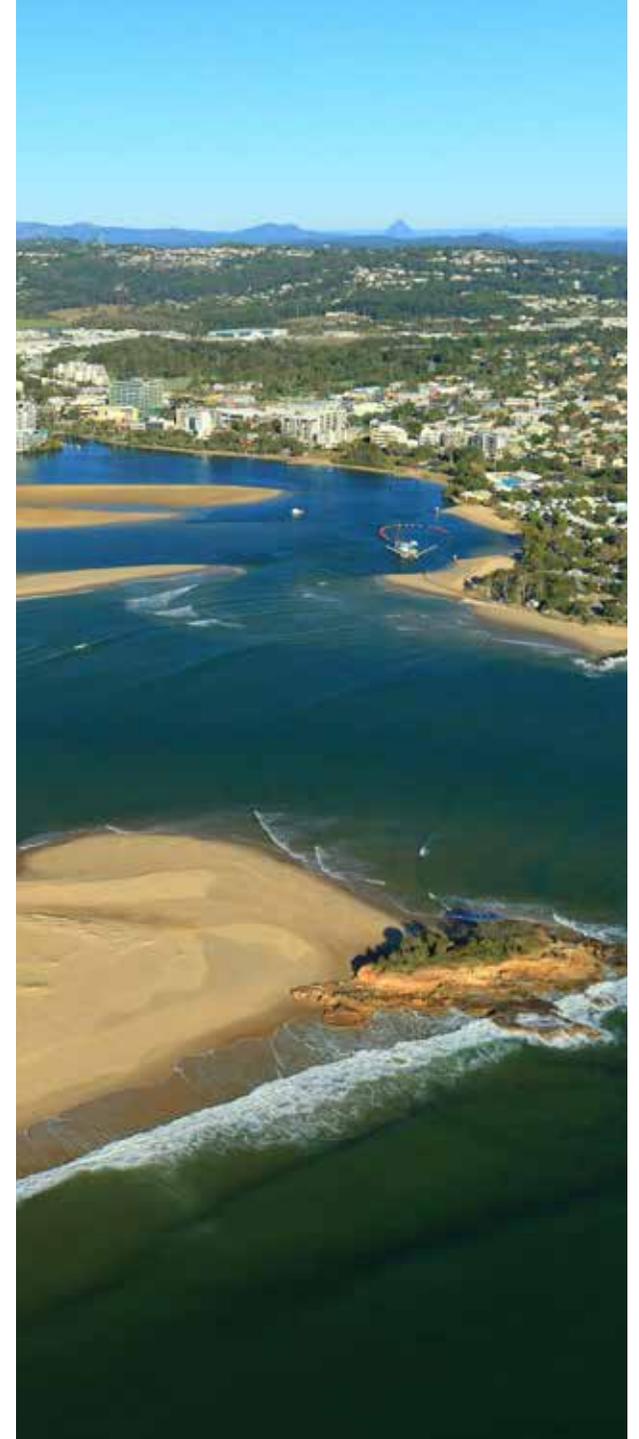
Inspired by the rich surfing history of Caloundra. Revolution has a global connection through the evolution of the short board and the well-known surfing entities, Ma and Pa Bendall who contributed to the rich cultural history of surfing in Australia.

Reflection

The liminal space between the water's edge and the great blue sea offers a unique and inspiring perspective, providing both a physical space to witness the reflection on the water's edge, and an internal space, reflecting on the unique relationship between the natural world and our interaction with it.

Respite

The beach culture is renowned for being the space to get away from it all. A much-loved holiday destination for many as a respite from the hustle and bustle of work and the pace of our contemporary world.





Embedded in nature

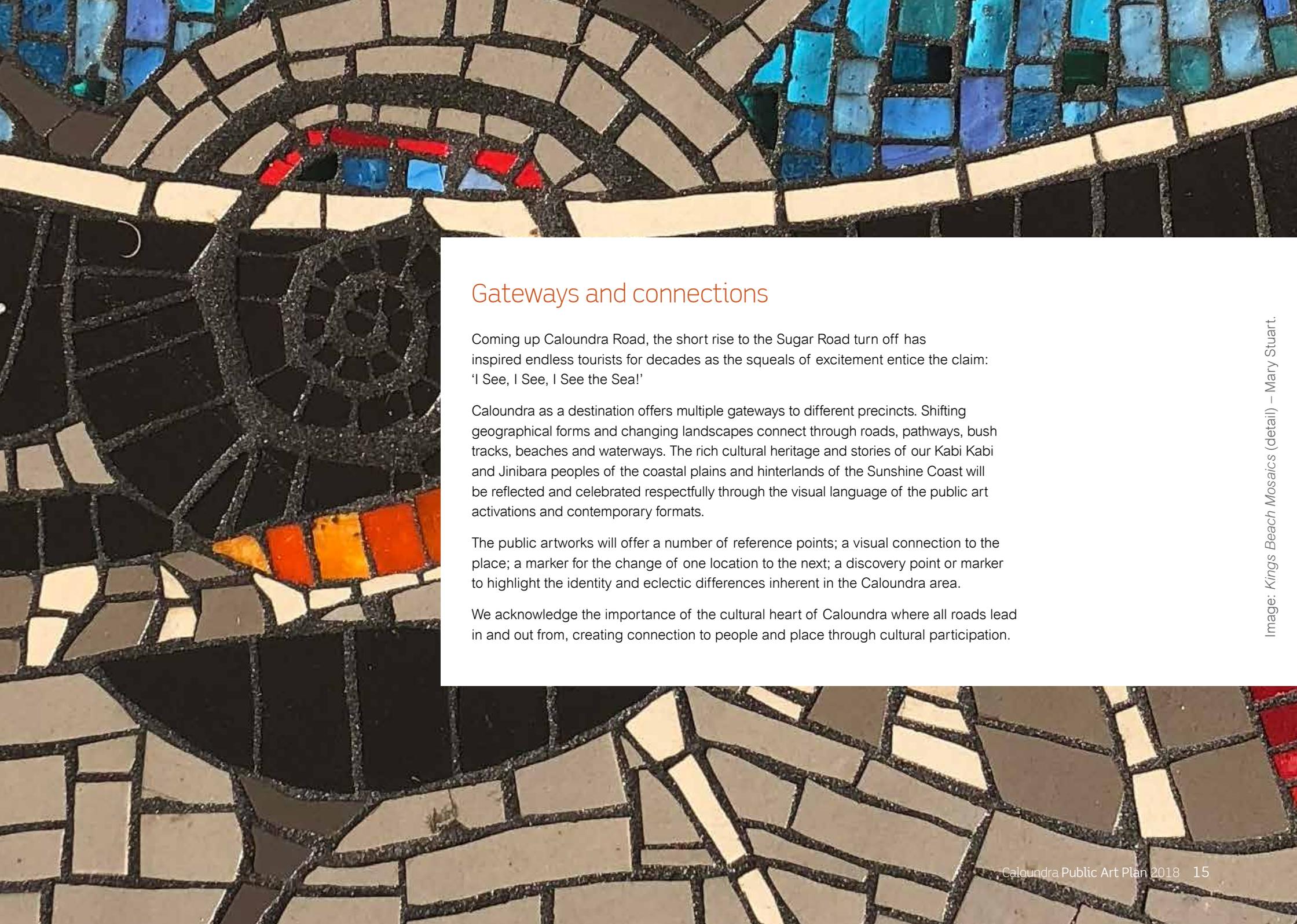
Bush to Beach

Caloundra as a destination offers a unique opportunity to view the beach and the Glasshouse Mountains simultaneously, something not possible in other Sunshine Coast coastal locations. The unique character and natural topography of Caloundra holds considerable importance to the community and is recognised as a key attractor for visitors.

Natural assets will be highlighted with a sensitivity and focus on conservation and understanding of the importance of preserving and protecting our environment. Moments of intrigue and delight will be created to enhance the everyday experience of visitors and residents and stimulate appreciation of the natural beauty of the area.

‘Caloundra is located in an area of significant environmental value. Caloundra is located at the northern tip of the Pumicestone Passage, which is part of the Moreton Bay Marine Park and is an important marine habitat containing a declared fish habitat area and Ramsar wetland...There are five land parcels in and around Caloundra which form important connecting habitat, providing some of the last remaining refuge for koalas in the Caloundra area. The Town Reserve and Ben Bennett Bushland Park contain high biodiversity values including regional ecosystems and important habitat... From Bulcock Beach, the Coastal Pathway links back to Moffat Beach, completing the circuit. This *Bush to Beach* trail would provide a valuable connection for locals and visitors alike.’

Page 5 *Caloundra Centre Master Plan*



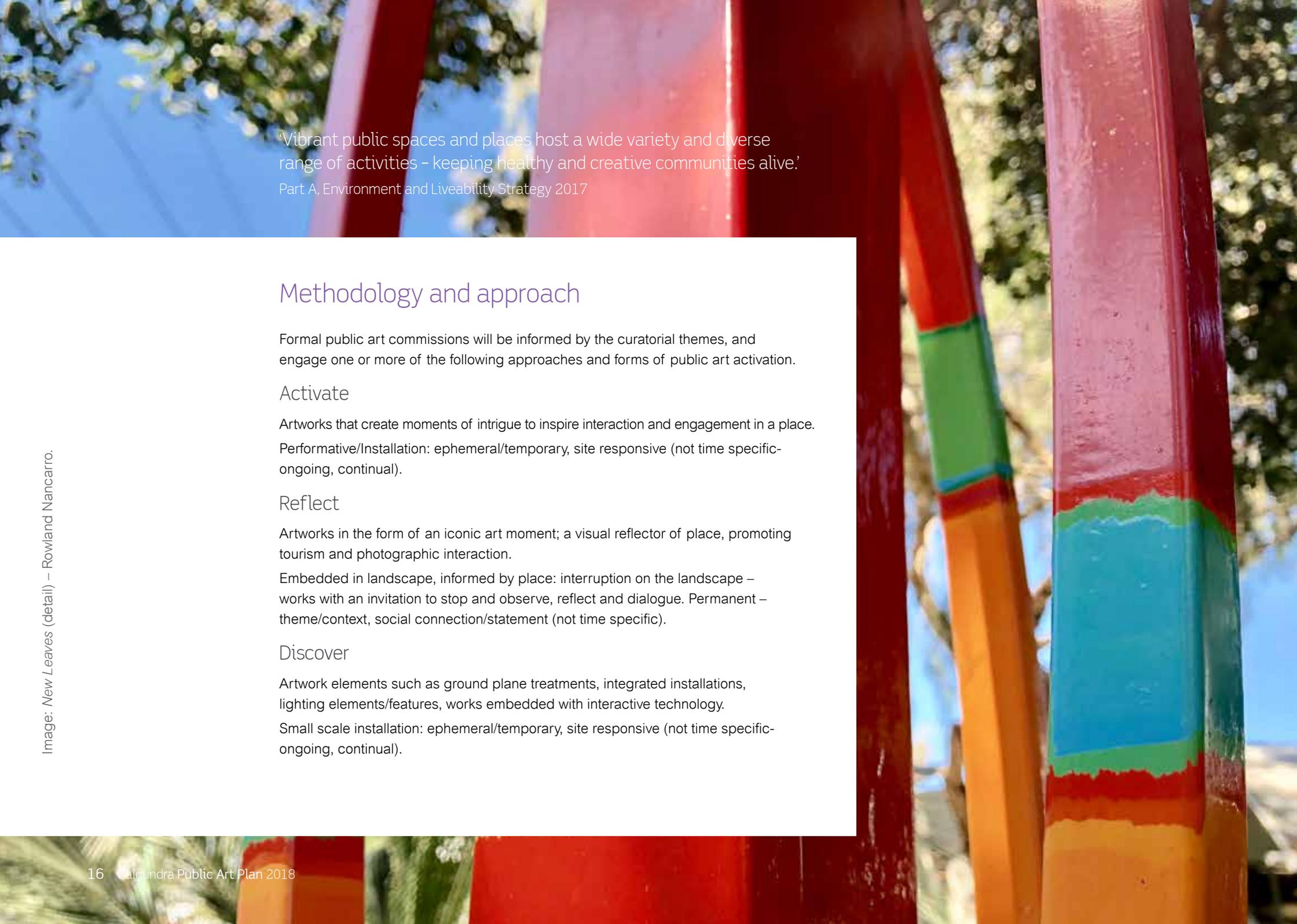
Gateways and connections

Coming up Caloundra Road, the short rise to the Sugar Road turn off has inspired endless tourists for decades as the squeals of excitement entice the claim: 'I See, I See, I See the Sea!'

Caloundra as a destination offers multiple gateways to different precincts. Shifting geographical forms and changing landscapes connect through roads, pathways, bush tracks, beaches and waterways. The rich cultural heritage and stories of our Kabi Kabi and Jinibara peoples of the coastal plains and hinterlands of the Sunshine Coast will be reflected and celebrated respectfully through the visual language of the public art activations and contemporary formats.

The public artworks will offer a number of reference points; a visual connection to the place; a marker for the change of one location to the next; a discovery point or marker to highlight the identity and eclectic differences inherent in the Caloundra area.

We acknowledge the importance of the cultural heart of Caloundra where all roads lead in and out from, creating connection to people and place through cultural participation.



'Vibrant public spaces and places host a wide variety and diverse range of activities - keeping healthy and creative communities alive.'

Part A, Environment and Liveability Strategy 2017

Methodology and approach

Formal public art commissions will be informed by the curatorial themes, and engage one or more of the following approaches and forms of public art activation.

Activate

Artworks that create moments of intrigue to inspire interaction and engagement in a place.

Performative/Installation: ephemeral/temporary, site responsive (not time specific-ongoing, continual).

Reflect

Artworks in the form of an iconic art moment; a visual reflector of place, promoting tourism and photographic interaction.

Embedded in landscape, informed by place: interruption on the landscape – works with an invitation to stop and observe, reflect and dialogue. Permanent – theme/context, social connection/statement (not time specific).

Discover

Artwork elements such as ground plane treatments, integrated installations, lighting elements/features, works embedded with interactive technology.

Small scale installation: ephemeral/temporary, site responsive (not time specific-ongoing, continual).

All artforms and approaches will contribute in building a strong identity and activating key precincts in Caloundra. Works will encourage social interaction and contribute to the creation of engaging places with a vibrant atmosphere.

In the Caloundra central cultural heart, public art will *activate* and provide a point of *discovery* for visitors and community members.

Permanent works could be interactive and engaging and along with the implementation of ephemeral works, temporary in nature, will ensure a flexibility in the space to enable growth and excitement in a changing urban village identity.

Leveraging *Caloundra's Smart City Framework*, the development of creative interactive platforms to provide audiences with unique augmented reality experiences, will be integral to the ongoing development of public art in Caloundra.

Following the lines of the transit corridor and gateway precinct of the *Caloundra Centre Master Plan*, further public art outcomes implemented in the broader areas from Golden Beach to Dicky Beach, will act as gateways and connections from the outskirts to the central hub of Caloundra. It is envisioned that these works will offer discovery and reflection for community and visitors. The works may offer a functionality and connection to the unique location, while drawing on the thematic connection to the heart of Caloundra and the urban centre.



Image: *New Leaves* – Rowland Nancarrow, Eyes Wide Open Photography

Image: First Coat mural, *Miniature Panthers* (detail), David Houghton.



Potential locations

Downtown Caloundra

The urban central business precinct laneways will form a key focus point for public art activation. Public art outcomes in the form of creative pop-ups, street art and interactive technology will build on the developing interactive public art trails. These activations will offer a dynamic program to attract a wide demographic, in particular younger audiences, inviting them to build stronger connections to place and community.

Implementing permanent and significant public art works in the urban heart will also provide a great opportunity for local business investment and contribution to the cultural activity and building of visitation and recognition of the area.

Street art has a more temporary nature and provides opportunities to an evolving community. It can be easily renewed and offers affordable, achievable and significant public art outcomes for local investment. Council already recognises Bulcock Street in the heart of the urban centre, as a key destination for public art installation. In both stage 3 and 4 of the streetscape development, funding was provided to facilitate permanent installations that provide functionality, attraction, engagement and connection for visitors and residents.

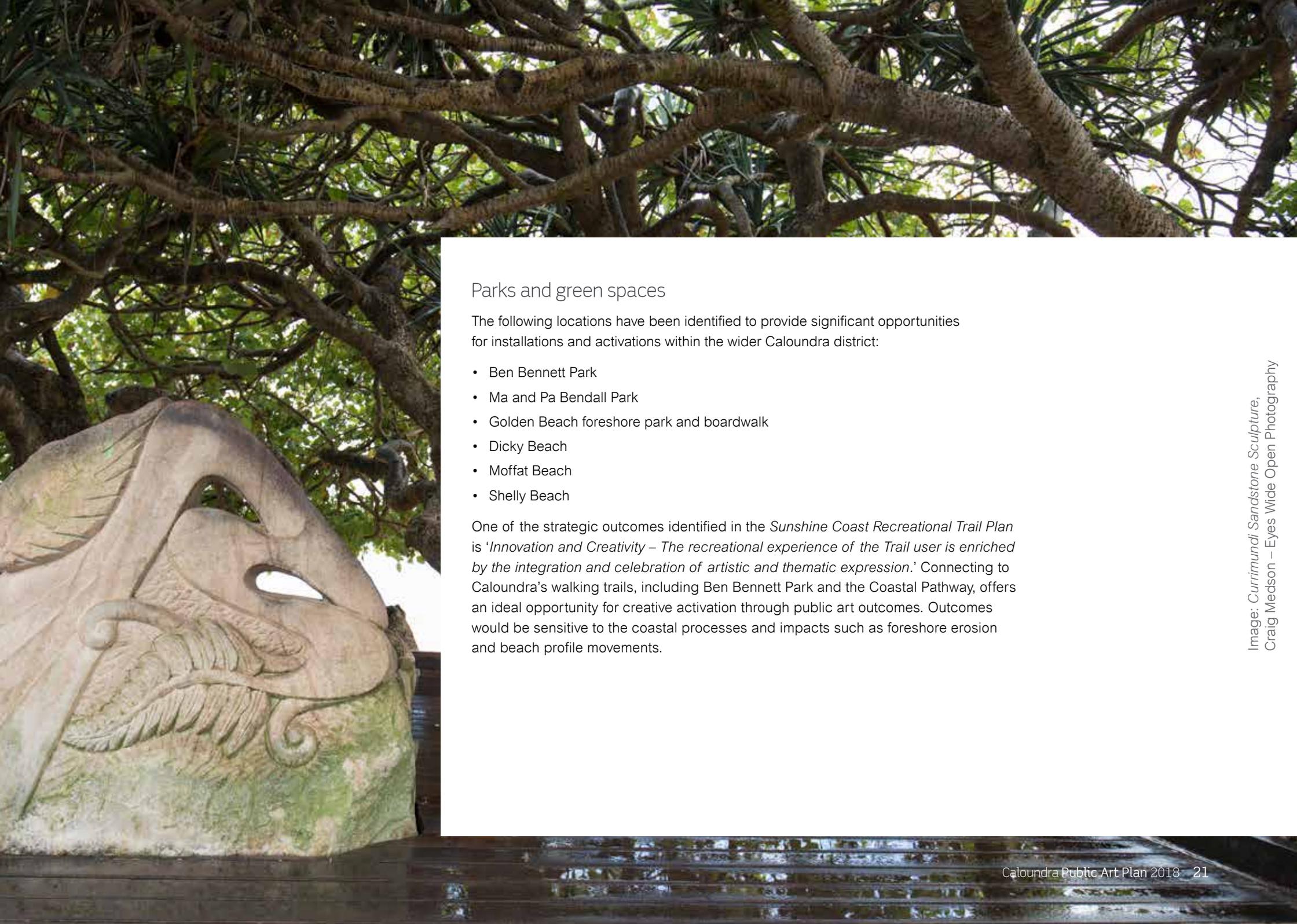


Image: Drawn Together, Ma & Pa (detail) – Adam Lewczuk, David Houghton, Ryan Sullivan, John Waldron.



Pathways

Caloundra's pathways offer a unique opportunity to develop low-impact creative responses to enhance the distinctive offering of Caloundra as a creative destination. Integrating historical and visually appealing elements into our walking and cycle tracks embeds creativity into unexpected places. Public art can contribute to 'enriching and diversifying the recreational experience of the Sunshine Coast' (*Coastal Pathway Linear Open Space Master Plan*). It is recommended that a curated program of artworks to *Discover*, ephemeral and sensitive to the environment, could bring additional experience that is unexpected, changing and thought provoking.



Parks and green spaces

The following locations have been identified to provide significant opportunities for installations and activations within the wider Caloundra district:

- Ben Bennett Park
- Ma and Pa Bendall Park
- Golden Beach foreshore park and boardwalk
- Dicky Beach
- Moffat Beach
- Shelly Beach

One of the strategic outcomes identified in the *Sunshine Coast Recreational Trail Plan* is '*Innovation and Creativity – The recreational experience of the Trail user is enriched by the integration and celebration of artistic and thematic expression.*' Connecting to Caloundra's walking trails, including Ben Bennett Park and the Coastal Pathway, offers an ideal opportunity for creative activation through public art outcomes. Outcomes would be sensitive to the coastal processes and impacts such as foreshore erosion and beach profile movements.

A photograph of the Caloundra Regional Gallery building. The building has large glass windows and a modern design. A large tree stands in front of the building. A sign on the tree says 'ART'. In the foreground, there is a large, dark brown sign that says 'Gallery' in white letters. The sign is surrounded by lush green plants and ferns. A person in a purple dress is walking in the background near the building.

Stakeholders and partnerships

Key stakeholders and strong partnerships are integral to this strategy to increase value, engagement and investment in our cultural capital. Identified partners could include, but are not be limited to; CBD Taskforce, internal council teams, Caloundra Regional Gallery, The Events Centre, Caloundra Film Festival, Caloundra Arts Centre, Queensland Tourism and Events, Sunshine Coast Creative Alliance, Visit Sunshine Coast, Caloundra Music Festival, Horizon Festival, local businesses, developers and philanthropic investors.

Management and development of projects

The following three stages will guide the development of public art projects, while also referencing the guiding principles in the *Public Art Operational Guidelines* and the *Art and Heritage Collections Policy*.

Artwork planning

Includes the research and scoping, project initiation, stakeholder engagement, confirmation of budget and development of artwork brief and call for submission process.

Artwork design

Includes management of submissions, co-ordination of concept design presentation, development and implementation of artist and council/partner commissioning agreements, procurement and design development.

Delivery and installation

Includes management and liaison with artists and project delivery partners through construction, timeframes, variations, installation, asset registration, plaque creation and maintenance schedule.



Image: *Ebbtide* (detail) Paul Johnson and Gail Mason, Eyes Wide Open Photography.



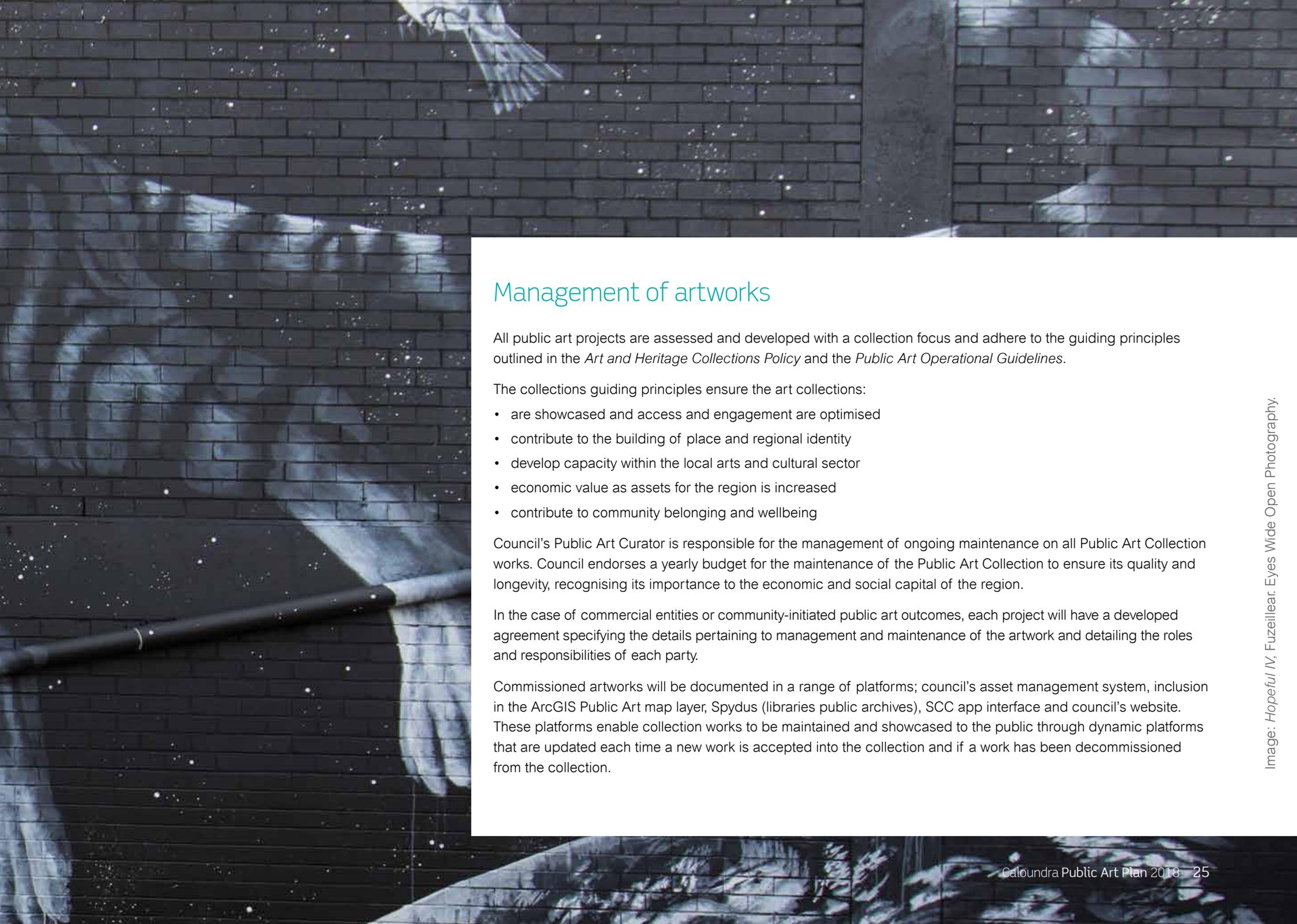
Commissioning

Any public art projects will follow the *Public Art Operational Guidelines* which defines the roles and responsibilities of the council officers, teams and management involved for each project.

The commissioning process will be guided by council's adopted *Art and Heritage Collections Policy* and procurement guidelines. While preference is given to building opportunities for local Sunshine Coast artists, projects may be developed to provide collaboration and skills development opportunities to local artists and build artistic capital in the region. Best practice methodologies will be employed to develop strong internal and external partnerships across council and the region's business, tourism and development sectors.

The artist commissioning agreement template used by council is based on the Arts Law industry template for commissioning artists to deliver artistic outcomes. This is a nationally recognised agreement that provides the best framework for both parties to ensure outcomes that are fair and equitable for all parties to the agreement.

Commissioning Agreements are the responsibility of the Public Art Project Team, led by the Public Art Curator. Other relevant officers and stakeholder in each project will inform the specific details of each agreement.



Management of artworks

All public art projects are assessed and developed with a collection focus and adhere to the guiding principles outlined in the *Art and Heritage Collections Policy* and the *Public Art Operational Guidelines*.

The collections guiding principles ensure the art collections:

- are showcased and access and engagement are optimised
- contribute to the building of place and regional identity
- develop capacity within the local arts and cultural sector
- economic value as assets for the region is increased
- contribute to community belonging and wellbeing

Council's Public Art Curator is responsible for the management of ongoing maintenance on all Public Art Collection works. Council endorses a yearly budget for the maintenance of the Public Art Collection to ensure its quality and longevity, recognising its importance to the economic and social capital of the region.

In the case of commercial entities or community-initiated public art outcomes, each project will have a developed agreement specifying the details pertaining to management and maintenance of the artwork and detailing the roles and responsibilities of each party.

Commissioned artworks will be documented in a range of platforms; council's asset management system, inclusion in the ArcGIS Public Art map layer, Spydus (libraries public archives), SCC app interface and council's website. These platforms enable collection works to be maintained and showcased to the public through dynamic platforms that are updated each time a new work is accepted into the collection and if a work has been decommissioned from the collection.

Image: *Miniature Panthers* (detail)
David Houghton, Eyes Wide Open Photography.



References

<i>Caloundra City Master Plan 2017</i>	4, 6, 8, 10
<i>Sunshine Coast Regional Economic Development Strategy 2013-2033</i>	5
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Ernest and Ruth by Hank Willis Thomas, Boston	11
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Image: Drawn Together, *Pavillion* (detail) Adam Lewczuk, David Houghton, Ryan Sullivan, John Waldron.



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