

Sunshine Coast
Public Art Plan
2025-2030



Edition June 2025

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Acknowledgements

Council wishes to thank all contributors
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Reference document

This document should
be cited as follows:

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Public Art Plan
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Cover image

Image: Unfurling by Russell
Anderson and Rebecca Ward.
Location: Timari St, Pacific Paradise.
Photo: Alan Warren.

Traditional acknowledgement

Sunshine Coast Council acknowledges the Sunshine Coast Country,
home of the Kabi Kabi peoples and the Jinibara peoples, the Traditional
Custodians, whose lands and waters we all now share.

We recognise that these have always been places of cultural, spiritual,
social and economic significance. The Traditional Custodians' unique
values, and ancient and enduring cultures, deepen and enrich the life of
our community.

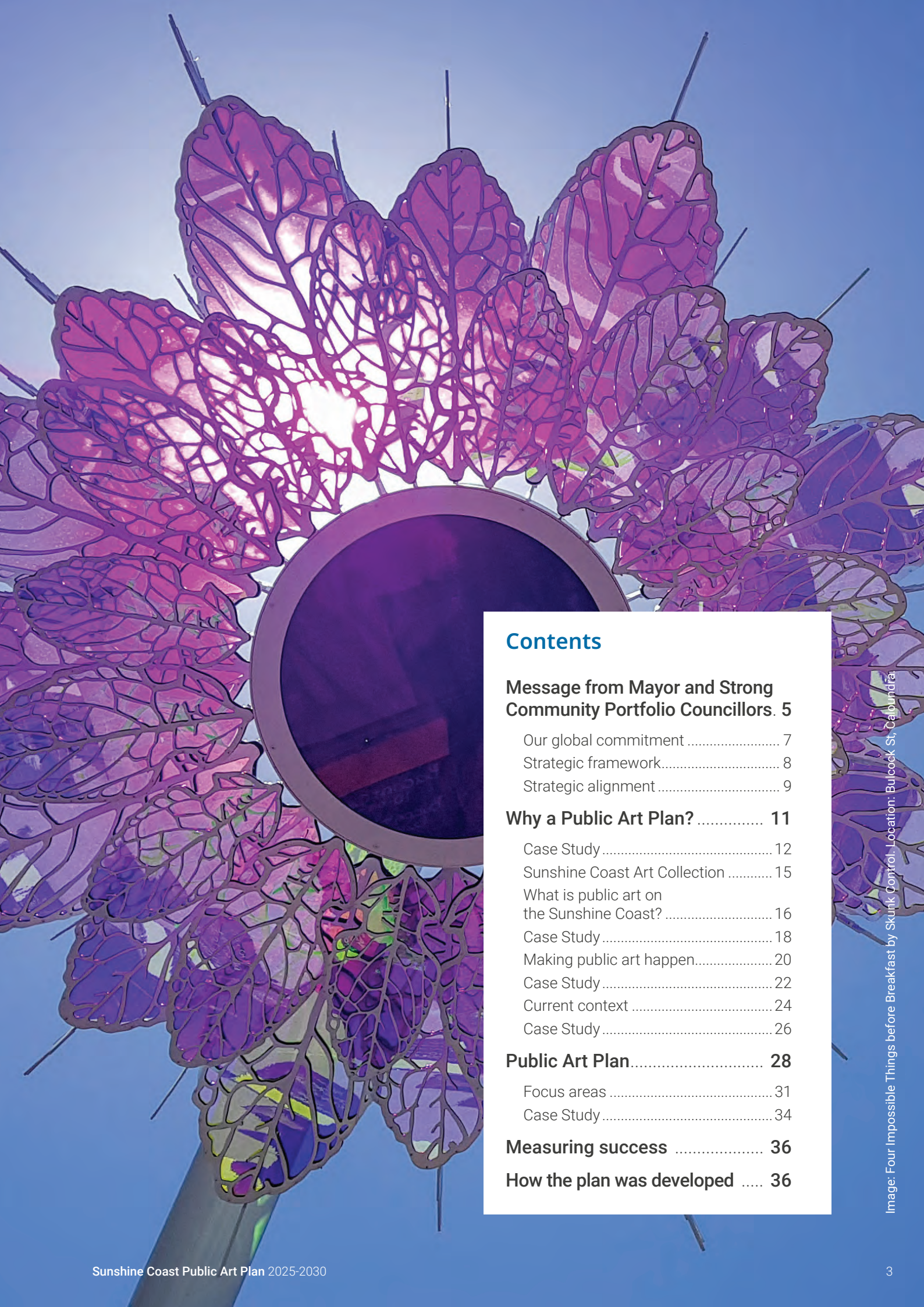
We commit to working in partnership with the Traditional Custodians
and the broader First Nations (Aboriginal and Torres Strait Islander)
communities to support self-determination through economic and
community development.

Truth telling is a significant part of our journey. We are committed to
better understanding the collective histories of the Sunshine Coast and
the experiences of First Nations peoples. Legacy issues resulting from
colonisation are still experienced by Traditional Custodians and First
Nations peoples.

We recognise our shared history and will continue to work in partnership
to provide a foundation for building a shared future with the Kabi Kabi
peoples and the Jinibara peoples.

We wish to pay respect to their Elders – past, present and emerging, and
acknowledge the important role First Nations peoples continue to play
within the Sunshine Coast community.

Together, we are all stronger.



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Message from the Mayor and Strong Community Portfolio Councillors

This is a time of incredible excitement and change. The Sunshine Coast faces a thrilling future – one shaped by innovation, inspiration and imagination. As we grow as a region, our home will be challenged by the pressures of growth, while we also seek to make our mark on the world stage as a unique place filled with natural wonders and extraordinary people.

The Sunshine Coast is a proud delivery partner for the Brisbane 2032 Olympic and Paralympic Games which presents a unique opportunity to form our identity through creativity.

This Public Art Plan responds to this moment of momentum. It celebrates our distinct character, inspiring community pride and embedding art into the evolving fabric of our public spaces.

The Sunshine Coast is also home to a vibrant and expanding community of established and emerging artists. These artists live and work across the region, enriching our cultural landscape and expressing the unique identity of our place.

Through public displays, artists play a pivotal role in shaping and enhancing our shared spaces. Their work brings meaning and character to the built environment, making places distinctive, memorable and deeply connected to community.

Public art has the power to enliven our communities, create iconic landmarks for locals and visitors, and foster social connection, economic vitality and a bond with our surroundings. It can surprise and inspire – from a striking mural that catches your eye around a corner, to a quiet moment of reflection with a discovered sculpture.

The Sunshine Coast's creative community is gaining recognition for its diversity, innovation and boldness. We are attracting, nurturing and showcasing creative works that ignite imagination and leave a lasting legacy.

This Public Art Plan sets a clear direction for a dynamic, world-class public art program, one that reflects our values, celebrates our stories and enhances the experience of our public spaces. It brings to life the vision of the Sunshine Coast Creative Arts Plan: that the Sunshine Coast is alive with arts, culture and creativity.



United Nations Sustainable Development Goals

As we advance our vision as Australia's most sustainable region – Healthy. Smart. Creative. the environmental, social, cultural and economic activities across the region must be carefully balanced to ensure we advance our vision sustainably.

The United Nations Sustainable Development Goals (UNSDGs) for peace, prosperity, people and planet provide a comprehensive and internationally recognised framework for us to collectively align

the way we each live, work, learn and play every day – and form an important foundation of the performance measurement framework of our Biosphere.

Council is demonstrating regional leadership by committing to embed the UNSDGs in our strategies, plans and associated progress reporting. Each Corporate Plan goal identifies how it contributes to the UNSDGs and, in doing so, assists to progress our Sunshine Coast Biosphere aim and objectives.



Our global commitment

This Sunshine Coast Public Art Plan 2025-2030 embeds the United Nations Sustainable Development Goals (UNSDGs) into its actions. The United Nations Sustainable Development Goals for peace, prosperity, people and planet provide a comprehensive and internationally recognised framework to collectively align the way we each live, work, learn and play every day.

UNSDG 3 – The plan seeks to build arts audiences within the region, recognising the transformative power of arts participation in enhancing physical and mental wellbeing. Arts and cultural activity has been shown to have positive impacts on individuals' health, resilience, and overall quality of life.

UNSDG 8 – The plan recognises the economic potential of the arts and creative industries, supporting the development and promotion of artistic and cultural activities as key drivers of economic growth, job creation, and entrepreneurship. By nurturing local artistic talent and supporting a diverse creative sector, the plan contributes to the diversification of economies and the generation of income and employment opportunities across the whole region.

UNSDG 9 – The plan contributes to this goal by recognising the role of arts and creative industries in driving innovation, creativity, and economic growth. It supports the development and promotion of artistic and cultural activity as key components of the creative economy. The plan encourages the establishment of cultural infrastructure and the support of artists and creative entrepreneurs.

UNSDG 11 – The plan works to achieve this goal by recognising the significance of diversity and creativity in shaping vibrant and sustainable cities and regions. The plan promotes the integration of cultural considerations into urban planning and development processes, facilitating cultural expressions and diversity and highlighting the role of culture in building inclusive and cohesive communities.



In June 2022, our Sunshine Coast local government area was recognised by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) as a biosphere reserve – where responsible development and people living sustainably sit alongside active conservation.

Our region has joined a world-wide network of biosphere reserves to balance the environmental, social, cultural and economic needs of today, without compromising the ability to meet the needs of future generations.

Our region's international recognition as a special place where people are living, working, learning and playing sustainably highlights the values of our region that we are

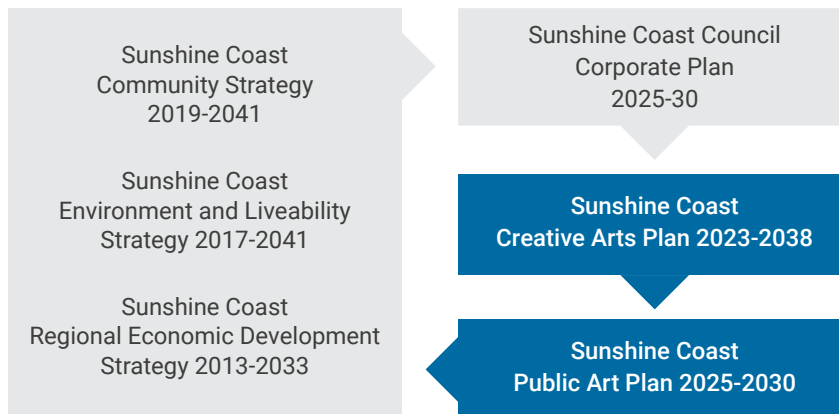
seeking to protect and enhance, brings new opportunities and a range of possible benefits to our natural environment, community, lifestyle and economy.

Being recognised as a UNESCO Biosphere Reserve and maintaining this credential is our region's commitment to create a positive legacy for future generations. Every resident, visitor, business and government entity has a key role to play in maintaining and enhancing the Sunshine Coast Biosphere reserve for our children, grandchildren and all those who will enjoy the prosperity, beauty and liveability of our region into the future.

Making progress together

Working towards our vision

Australia's most sustainable region.
Connected. Liveable. Thriving.



Alignment to the regional strategies

This Plan ensures our region is alive with arts, culture and creativity while embedding sustainability throughout its processes and actions. It provides support and guidance on the development of public art, contributing to growth and resilience, ensuring opportunities for the creative industries to flourish, and enables the community to enjoy, activate and participate in the public art process.

Alignment to the corporate plan

The Sunshine Coast Council's Corporate Plan 2025-30 outlines an integrated approach to achieving our vision, informed by Council's long and medium-term strategies and plans. Our commitment to reconciliation is reflected under the five goals.



Strong Community

At the heart of our communities are people who come together to actively participate in the creative and cultural life of our region. This plan promotes the integration of cultural considerations into urban planning and development processes, facilitating cultural expressions and diversity and highlighting the role of culture in building inclusive and cohesive communities. It also provides information and processes to enable the community to develop public art projects that contribute to stronger, more interconnected communities and shape a vibrant, dynamic and livable region.



Environment and Liveability

This Plan recognises the transformative power of arts participation in enhancing physical and mental wellbeing. Arts and cultural activity has been shown to have positive impacts on individuals' health, resilience, and overall quality of life and through creativity, art and culture. This plan seeks to build arts participation and audiences within the region through supporting programming and activation of public art to be accessible, engaging and interactive while also leveraging the collection for participation, promotion, visitor attraction, revenue, community engagement, education and programs.



Resilient Economy

This Plan recognises the role of arts and creative industries in driving innovation, creativity, and economic growth. It supports the development and promotion of artistic and cultural activity as key components of the creative economy, and encourages the establishment of cultural infrastructure and the support of artists and creative entrepreneurs. Public Art development embraces

new innovative technologies that adapt and contribute to the changing environment and economy while our artists share knowledge, gain experience and create opportunities that support the growth and development of our region's arts industry.



Managing for Growth

This Plan ensures appropriate and ongoing management of the public art collection as a valuable community asset and provides the frameworks to ensure our public spaces continue to be a source of pride and inspiration for the community and visitors to the region. This is achieved via the development and implementation of an asset management plan with systems that include periodic assessment and preservation as part of a preventative and conservation management process and enable rapid response and specialist contractor engagement.



Organisational Excellence

This Plan ensures compliance with relevant legislation and a commitment to appropriate funding and human resources to enable best practice in public art management, conservation, and presentation. It aims to educate and align Council departments to ensure that public art opportunities for significant projects are identified and initiated early, including masterplans (precincts, public and private developments) and meet the intent of this plan (including future climate considerations). The Plan will also build community pride and engagement through the promotion of public art including an online listing of trails, activations and program.



Location: Currie St, Nambour

Why a Public Art Plan?

This Sunshine Coast Public Art Plan is designed to apply industry-leading principles to the planning, commissioning, implementing and maintaining of public art on the Sunshine Coast.

As an action from the Sunshine Coast Creative Arts Plan 2023–2038, it aims to guide the preservation and growth of the current collection, alongside the commissioning of new public works that reflect our unique identity and place. It will set a clear purpose and principles while providing a framework for preserving the value of current public art assets.

The plan builds on past successes, aligns with existing local, state and national policies, plans and strategies, and is designed with the input and needs of the community top of mind.

It brings various stakeholders into play, addresses areas of opportunity and augments existing frameworks to ensure a public art experience that provides a unique and stimulating exchange between artists, residents and visitors to the region.

The purpose of the plan is to:

- Affirm the critical knowledge, values and insights of Traditional Owners in planning site-specific works.
- Provide clarity on the role we play, in alignment with our principles, to achieve outstanding works of art.
- Set out transparent processes to guide how commissions will be governed and delivered.
- Instill confidence to all involved through a consistent and transparent approach.
- Establish a clear purpose for investment in public art that aligns with our strategic priorities.
- Target resources to have the greatest impact in transforming our public realm.



Image: Field of Vision by Petalia Humphreys. Location: Currie St, Nambour.

Case study



Strangler Cairn (2011) by Andy Goldsworthy

Public art plays a vital role in shaping cultural identity, connecting people to place, and encouraging engagement with the environment. One of the most striking examples in Australia is Strangler Cairn by Andy Goldsworthy, located in Conondale National Park on the Sunshine Coast. Goldsworthy, a globally acclaimed environmental artist, is known for using natural materials to create site-specific works that evolve over time, highlighting the relationship between nature, time, and human intervention.

Unlike many of Goldsworthy's ephemeral works, Strangler Cairn is built to last. The artwork is a large ovoid stone structure made from hand-cut granite sourced locally. At its top is a hollow space designed to hold a strangler fig seedling, propagated from a giant fig that once stood at the site. Over time, the tree will grow, wrapping around and transforming the cairn, symbolising nature's resilience and its deep connection to human creativity.

Commissioned as part of Queensland's Art + Place program, which integrates art into public spaces, at a cost of \$700,000, Strangler Cairn is considered a destination artwork because it offers an immersive, site-specific experience. Positioned deep within the national park, visitors must undertake a 5.5 km walk to reach it. This journey creates a sense of pilgrimage, where the effort to reach the site enhances appreciation of both the artwork and its natural surroundings.

Unlike static sculptures, Strangler Cairn continues to evolve, encouraging repeat visits to witness its transformation. The artwork bridges the gap between human-made structures and the natural world, reinforcing the idea that art is not just something to observe but something to experience. Over the coming decades, as the strangler fig grows, it will reshape the cairn, further embedding it into the landscape and offering future visitors a living, changing landmark that reflects the passing of time.



Sunshine Coast Art Collection

Representing a vibrant reflection of the Sunshine Coast's cultural and artistic identity, the Sunshine Coast Art Collection is a significant community-owned, council-managed cultural asset. Underpinned by Council's Arts and Heritage Collections Policy, the Collection is supported by principles that guide its development, management, accessibility and appreciation of Council's art and heritage collections (Art, Public Art and Cultural Heritage), while ensuring its preservation, regional relevance and broader state and national significance.

Highlighting Council's commitment to supporting and celebrating the arts, the Collection continues to grow across the region, transforming everyday spaces and outdoor places, by embedding artworks and artistic interventions and responses into the diverse and unique environment of the Sunshine Coast.

In 2024 the Art Collection is valued at more than \$6.6M, an increase of more than \$2.5M since 2019. Of this, the public artworks are valued at \$3.8M.

With a strong focus on Australian art and works by Queensland and First Nations artists, particularly our region's Traditional Owners the Kabi Kabi and Jinibara peoples, the Collection spans a variety of mediums and genres by leading local and nationally and internationally renowned artists. Artworks include ceramics, digital art, paintings, sculpture, textiles and works on paper. Across the Sunshine Coast, the Collection's public artworks play an important role in placemaking and connection to place, populating and activating the region's outdoor spaces with engaging site-specific and responsive artworks.

The Sunshine Coast Art Collection acquires artworks through various means. This can be via the commissioning of new works (via Council-led, Developer-led or Community-led projects), direct donations and cultural gifts (under the Australian Government's Cultural Gifts Program), as well as through annual art prize acquisitions from the prestigious Sunshine Coast National Art Prize and Local Contemporary Art Prize awards.

"As the Sunshine Coast continues to grow in population and infrastructure, the opportunities for collaboration with major developers to invest in prominent public artworks grows too. We know, and developers know, that art in public places enables community to connect, reflect and be inspired by the place in which they live. In the same way, visitors who see these public artworks create inspiring memories that they can take with them when they leave. Our community and our region benefit in so many ways from this engagement with art."

Sunshine Coast Arts Foundation Chair,
Emeritus Professor Jennifer Radbourne

These enduring public cultural assets enable immersive experiences, encouraging awareness and participation for residents and visitors alike, contributing to the region's cultural development and vitality through a significant Collection that will continue to be enjoyed by current and future generations to come.

What is public art on the Sunshine Coast?

Public art is a physical artistic response presented in the public realm that reflects our stories, people and place while engaging and connecting audiences. Exceptional public art contributes to the creation of meaningful and connected spaces and places. This connection develops and fosters engagement for locals and visitors, leaving a legacy of memories to share.

Public art can be installed in the public realm within buildings or other infrastructure or in open spaces such as parks or streetscapes. It may present as site-specific or site-responsive sculptural works, relief wall installations, integrated into infrastructure/architecture or as public art trails and landform artwork. It can also be presented as new media projections or site interventions. It can also be functional, providing seating, shade, water features, fountains etc.

For the purposes of this plan, public art includes:

It has numerous benefits including:

- Encouraging community engagement and social interaction.
- Enhancing urban renewal and economic development.
- Influencing people's behaviour - e.g., encouraging people to explore a space, discouraging anti-social behaviour, increasing dwell time in retail strips, slowing traffic etc.
- Educating and encouraging new ideas and conversations.
- Preserving history, sharing stories, celebrating identity.
- Attracting visitors or enhancing visitor experiences.
- Providing a sense of safety.
- Conveying important public service messages about things like climate change, health, aging, sustainability etc.
- Providing a sense of place and community identity.
- Promoting cultural diversity and artistic innovation.
- Fostering community pride and resilience.
- Contributing to a vibrant cultural tourism offering and visitor experience.
- Increasing the community's exposure to, and understanding and appreciation of, the value of art and culture.

- **Permanent** – artworks that have an expected life of 15 or more years; can be site specific or site responsive and may be integrated into a landscape or civic development. Major commissions that respond to significant opportunities and involve years of development, are enduring cultural assets that become part of the Art Collection and are managed and maintained accordingly.
- **Integrated** – artworks that are built into infrastructure, such as a building or other permanent structure, ground planes or streetscape elements.
- **Ephemeral** – artworks that can break down in-situ in the environment and that can be part of the experience of the work.
- **Temporary** – artworks presented for a finite designated timeline, generally days or weeks.
- **Applied** – artworks generally painted or adhered to a wall or structure.
- **Discovery** – artworks generally small in scale that are installed into a landscape or structural site and found when in close proximity.
- **Sound Based** – artworks that present as a sound scape within a public space.
- **Digital** – artworks that are created and presented using digital media and infrastructure.
- **Multimedia** – artworks that use multiple forms of presentation and may combine form/structure, projection, film and sound modalities.

For the purposes of this plan, public art does not include events, festivals, performances, workshops and happenings.



Image: Bunya Nut by Finn Cossar and Miles Allen. Location: Orr Howard and Queen Street Harbour.

Case study



iDIDIT! (2017) by Russell Anderson

iDIDIT! is a monumental public artwork by Russell Anderson that embodies the joy and triumph of play through the dynamic form of a child executing a cartwheel. At six metres tall, the scale and presence of iDIDIT! serve as both a beacon for the community and a landmark for the Sunshine Coast Health Precinct. Positioned at the entrance of the precinct, the sculpture captures the exhilaration of movement, perseverance, and optimism, reinforcing the values of resilience, recovery, and human connection. The project was funded by Stockland for \$220,000 in 2017, and is now part of the region's collection.

Russell Anderson reminds us that play is essential for human development, creativity, wellbeing, and social interaction. Within the health precinct, the artwork powerfully reinforces these ideals, symbolising the strength of the human spirit and the importance of both mental and physical health. It serves as a reminder that healing is not only a medical process but also a deeply personal journey, often marked by small yet significant milestones.

Anderson speaks proudly of peoples' connection to iDIDIT!, with hospital patients setting a goal to walk to the sculpture as part of their rehabilitation. Its presence provides not just a point of orientation within the precinct, but a source of encouragement and inspiration for those facing challenges.

Weighing an impressive 9 tonnes, the artwork is constructed from 244 layers of 25mm weathering steel, creating a striking, layered effect. The choice of material ensures both durability and transformation, as the steel develops a rich patina, further embedding the artwork into its environment.

Through its size, craftsmanship, and message, iDIDIT! shows how public art can create meaningful and engaging urban spaces. It is an artwork that not only stands tall but also uplifts, inviting all who pass by to embrace play, celebrate milestones, and find joy in life's simplest moments.

Making public art happen

There are many ways public art can be conceived, commissioned and developed in the public realm. These distinct approaches shape a creative project's direction, outcome, and community impact, making each commission unique.

Planning

The development of public art is a complex process which involves funding, regulatory compliance, community and industry engagement, artistic excellence and engineering. This plan provides a roadmap to ensure that projects are realised with strong partnerships, appropriate investment in place, good governance structures, and effective engagement principles. Stakeholders can include, but not limited to:

- Traditional Owner First Nations Elders and community
- Government elected representatives and agencies
- Private developers
- Commissioning bodies
- Public art consultants
- Public art advisory panels
- Artists and arts and cultural organisations
- Community
- Interest groups

Commissioning

Public art can be formally commissioned through:

- **Council-led:** Council initiates and funds public art projects, prioritising community engagement and cultural development.
- **Government agency-led:** Government agencies initiate and fund public art projects, often integrating them into infrastructure developments.
- **Private development-led:** Private developers initiate and fund public art projects to enhance their properties and surroundings.
- **Community-led:** Community organisations initiate public art projects, often funded through grants and philanthropy, to drive grassroots creativity and community engagement.
- **Other investment:** gifts, philanthropy and partnerships

Implementing

Primary delivery opportunities include:

- Regional infrastructure: public art that responds to key assets – such as public buildings, precincts, bridges, parks, waterways - with permanent and / or temporary works supported by programming.
- Placemaking: public art that includes local stakeholders and community groups to achieve a genuinely human-centered approach that reactivates and revitalises commercial centres and communities.
- Example locations for the above opportunities include City Hall, Library+, identified precincts such as Caloundra Creative and Community Hub, Eumundi, Beerwah, and developments like Aura, Harmony, Maroochydore CBD, Nambour and Mooloolaba Foreshore.

Maintaining

Public art managed by Council as part of the Sunshine Coast Art Collection undergoes an annual maintenance program to ensure it is maintained as an asset for the region. Council's Collection curators have a range of roles including:

- facilitate scheduled inspections for condition reporting,
- enabling priority conservation
- coordinating maintenance

Other Council branches also inform or support maintenance that needs to be addressed.

This organization-wide approach ensures public artworks in the public realm are valued and respected.



Image: iDIDI (detail) by Russell Anderson. Location: Village Park, Birtinya.

Case study



Chorus (2023) **by Eleanor and James Avery**

Chorus by Eleanor and James Avery is a striking public artwork commissioned by Stockland for the Aura residential development on the Sunshine Coast. Costing \$1.4 million and spanning 120 meters across a pedestrian bridge, it features two large aluminium bird sculptures at opposite ends, linked by vibrant coloured screens. Inspired by a kookaburra and a songbird, the sculptures celebrate the energy and diversity of local birdlife, while the connecting coloured 'wave' element represents birdsong, reinforcing themes of communication and movement.

Positioned at a key transit point, Chorus ensures high visibility for both pedestrians and vehicles, establishing itself as a defining feature of the environment. The dynamic interaction between the sculptures offers different experiences, whether crossing the bridge on foot or cycling, or passing beneath it by car. This sense of movement mirrors the daily journeys of the community, making Chorus an integrated, engaging part of the urban setting.

The name Chorus connects to Aura's meaning, linked to the Greek goddess of dawn and the morning breeze, symbolising transition, unity, and the passage of time. The birds positioned on either side of the bridge suggest connection, reinforcing the structure as a gateway to the southern end of the Sunshine Coast. The Averys' research-driven approach ensures the artwork resonates with the community, blending nature and urban life into a meaningful and engaging installation.

Current context

The Sunshine Coast is undergoing a period of rapid growth and with that comes challenges and opportunities. The below table identifies those with relevance to public art.

Challenge or opportunity	Desired outcome
Limited public art opportunities for our dynamic and emerging creative arts industry.	A sustainable and thriving public art industry through building capacity, experience and opportunity.
Rapid growth, development and revitalisation including planned future public transport.	Strategic public art opportunities integrated and supported.
Limited understanding of the value of the arts leading to decreased financial and political support.	A public art offer – and collection - that our council and community is proud of, engages with and advocates for.
A rich Indigenous culture and connection to country.	The cultural expression of the Traditional Owners of this country is supported and celebrated through public art.
Large and diverse region with communities spread across 2,290 square kilometres in a mix of coastal, hinterland, urban and rural landscapes.	Public art that celebrates and reflects the distinct character of each community and landscape while also creating a connection among the region's population and identity, as well as to place.
2032 Brisbane Olympics and Paralympics.	Leveraged for funding, infrastructure, and programming to support sector development, community pride and cultural tourism.
Significant tourist and transient population.	Renowned as a creative and cultural destination, our public art offer attracts cultural tourists to all areas of the region.
Recognition that public art is subjective, can be contentious and come under high scrutiny.	Local communities celebrate their stories, place and unique character.
The role of the community in public art.	Strong community awareness, engagement and advocacy.



Image: Phytoplankton (detail) by Manning Daly. Location: Bokarina Boulevard Park.

Case study



Ouroboros (2024) by Lindy Lee

Lindy Lee AO is one of Australia's most influential contemporary artists, known for exploring identity, heritage and the connections between people and the world around them. Her work is inspired by Taoism and Zen Buddhism, philosophies that embrace lifecycles and the beauty of the present moment. Using reflective surfaces, perforated metal, and molten bronze, Lee creates artworks that shifts with light and movement, transforming static sculptures into dynamic experiences.

Lee's public artworks do more than enhance their surroundings; they invite reflection and inspire a sense of wonder. Her large-scale sculptures, such as Ouroboros at the National Gallery of Australia, interact with their surroundings, encouraging people to pause and consider their place in the world. This 13-tonne mirrored sculpture, commissioned for \$14 million, symbolises renewal and transformation. Its luminous surface reflects the ever-changing environment and reinforces the idea that everything is in constant motion.

As an aspiration, a Lindy Lee commission would be a major achievement for any regional art collection, not just as an acquisition but as a defining landmark. Her works spark curiosity and create meaningful connections between people and place. More than sculptures, they become gathering points, spaces for contemplation, conversation, inspiration, and shared experience.

As a second-generation Chinese-Australian artist, Lee also brings important conversations about multicultural identity into her work. Her art fosters dialogue, creates learning opportunities, and offers cultural landmarks that resonate across generations. A Lindy Lee commission is a lasting contribution to the cultural life of a community. It enhances a collection's reputation, connects it to a global audience, and has the potential to draw visitors, strengthen cultural tourism and engagement.

Public Art Plan

Curatorial vision – Art for conversation

Sunshine Coast public art will spark meaningful conversations, challenge perspectives, tell the stories of a vibrant and diverse community of communities, enhance public space, increase a sense of belonging and celebrate heritage and identity.

Our cultural landscape will inspire curiosity, creativity, and connection. It celebrates the rich history and culture of the region while embracing the modern and eclectic spirit of a sustainable Sunshine Coast.

What moves us towards the vision	What moves us away from the vision
Tell the stories of caring for Country, history, and culture	Solely eurocentric perspective.
Challenge perspectives and spark curiosity with thought-provoking installations that inspire meaningful conversations and connections among the community	Constrained creatively through 'safe' and conservative approaches.
An articulated relationship or connection that reflects the region's unique character.	No connection to its history, location, environment or community
Embedded into regional infrastructure and major projects to add value	An add on or afterthought in regional infrastructure and major projects, or a mandate to deliver public art for arts sake.

Principles

The Plan and its actions are underpinned by the following key principles:

- **Ambitious and aspirational:** public art development and commissions are of a national and international standard that build our identity and reputation.
- **Future focused:** advocacy and professional development for the industry and private sector deepens engagement with, and capacity within, the adopted governance framework.
- **Cultural rigor:** Aboriginal and Torres Strait Islander heritage is appropriately recognised, acknowledged, and celebrated.
- **A focus on excellence:** all phases of the public art process are managed to the highest standard.
- **Purposeful:** cohesive, consistent, and considered processes and policies are applied across Council and the region to ensure strategic outcomes and benefits are achieved.
- **Meaningful:** all stakeholders are considered, valued, empowered and informed within and throughout the public art process and the work feels authentic to the region and its communities.



Image: Project Fort Awesome. Photo: Timothy Birch.



Focus areas

The Sunshine Coast Public Art Plan outlines four focus areas that guide the development of a vibrant and inclusive public art landscape through a commitment to excellence, community and creativity. They inform decision-making, inspire action, and ensure that public art reflects the region's spirit and character.

1 Governance

We provide the frameworks to ensure our public spaces continue to be a source of pride and inspiration for the community and visitors to the region.

- 1.1 Ensure appropriate ongoing budget allocation for the delivery of the Regional Public Art Plan including maintenance, programming, promotion and a depreciation plan.
- 1.2 Support the development of a facilitative and accessible process for public art commissioning, programming, permitting, procuring and maintaining whether it be community, private developer or government led.
- 1.3 Establish and manage a Public Art Panel with transparent terms of reference and responsibilities, and whose purpose is to ensure public art outcomes align with the intent of this plan, including being a governing body for any contribution scheme.
- 1.4 Review public art opportunities in the Planning Scheme to incorporate public and private developer commitment and contribution, including a percent-for-art scheme and framework.

2 Capacity development

Our artists share knowledge, gain experience and create opportunities that support the growth and development of our region's arts industry.

- 2.1 Support and deliver programming that provides professional development, mentoring, networking and collaboration opportunities for Sunshine Coast based artists and the broader creative industries.
- 2.2 Engage with our Traditional Custodians and local First Nations communities to develop and embed cultural protocols into all aspects of the public art process, including a seat on the Public Art Panel.
- 2.3 Enable public art development and presentation in non-traditional spaces including via Artist in Residence programs, hoarding opportunities, temporary installations.
- 2.4 Provide information and processes to enable the community to develop public art projects.

3 Promotion and advocacy

Our artists bring meaning to place with experimental and innovative works that inspire, challenge and engage audiences.

- 3.1 Advocate for partnerships, investment and collaborations with the private sector and State and Federal Government agencies.
- 3.2 Promote the value and benefits of public art to industry, council and the community.
- 3.3 Support the programming and activation of public art to be accessible, engaging and interactive.
- 3.4 Build pride and engagement through the promotion of public art including an online listing of trails, activations and program.
- 3.5 Aim to educate and align Council departments to ensure that public art opportunities for significant projects are identified and initiated early, including masterplans (precincts, public and private developments) meet the intent of this plan (including future climate considerations).

4 Public Art Collection

We document and celebrate the character and identity of the Sunshine Coast for current and future generations.

- 4.1 Ensure collection is documented, digitised and accessible to broad audiences.
- 4.2 Develop and implement an asset management plan with systems that include periodic assessment and preservation as part of a preventative and conservation management process and enable rapid response and specialist contractor engagement.
- 4.3 Commit appropriate funding and human resources to enable best practice in public art management, conservation and presentation.
- 4.4 Ensure compliance with relevant legislation, including best practice deaccessioning process.
- 4.5 Leverage the collection for participation, promotion, visitor attraction, revenue, community engagement, education and programs.



Image: Yalingbilla Dreaming by Luke Mallie. Location: Williamson Lane, Caloundra.

Case study



Dura Gunga (2024) by Lyndon Davis

Dura Gunga is located at the entrance of Sunshine Coast City Hall on Lightening Lane, Maroochydore. The project was developed over a three-year period and included a mentoring program with three selected Kabi Kabi artists and renowned TSI artist, Brian Robinson, as mentor for the artists.

The project outcome was the result of the City Hall's mandate to develop a significant First Nations public artwork for the entrance of the new City Hall building to welcome visitors. The project funding of \$250,000 was provisioned by the developers as part of the City Hall deliverables. In 2021 an Arts and Culture Plan for the City Hall building was developed to inform the key sites and opportunities for the development and presentation of artworks. The Plan's aim to create vibrancy and cultural vitality, establish a distinct and meaningful connection to place, and more broadly, celebrate the region and its people.

The mentorship program enabled the artists to gain an insight in the complexity of public art development and over a few months. Each artist developed a concept which was then presented to a panel for selection of a work to be commissioned.

The concepts developed were presented to a panel of assessors, consisting of curators, council staff and Kabi Kabi elder. Through this process each artist was able to share their stories and approach to the development of their concept.

Lyndon Davis' concept of Dura Gunga was selected to proceed to design development and construction.

"This work represents the story of our Mullet and Sea Eagle and how our people came together to hunt.

The young mullet fish is known as Dura and shares its name with the red stringy bark. They are connected in the dreaming/creation in our old stories and speak of the connection between plants and animals and our people's connection to the land.

It is during the Dura hunting season, when the red stringy bark starts to shed its bark and is when the Kabi Kabi knew the Diamond Scale Sea Mullet would be running. The mullet travel in great numbers from the southern cold waters and come up here each winter to warm waters to spawn and

Gunga, the Sea Eagle, was first to see the mullet running. It was lore to only hunt Dura (mullet) when Dura (red stringy bark) indicated it was the correct season. Gunga taught our people how to start the hunt and we follow his lore. Our spears are designed to easily pluck fish from the water, just like his talon's. Growing up we learnt from Gunga and imitated his hunting tactics, spearing fish and following his lore."

Lyndon Davis

Measuring success

Measuring the success of a public art plan is crucial to understanding its impact and optimising its effectiveness. Evaluation helps identify strengths and weaknesses, demonstrates value to stakeholders, and informs data-driven decisions to maximise benefits.

- **Community sentiment:** generate annual growth in positive community sentiment around public art.
- **Engagement:** satisfaction level of 80% or above for audiences at public art activations and programs.
- **Aboriginal and Torres Strait Islander artist engagement:** ensure annual growth in participation from Aboriginal and Torres Strait Islander artists in public art initiatives.
- **Artist engagement:** annual increase of five per cent in the number of local and national applicants for public art commissions.
- **Artist satisfaction:** maintain a minimum satisfaction rating of 80 per cent (based on surveys or feedback forms across all public art touchpoints).
- **Critical acclaim:** secure at least two positive reviews / awards for public art projects within the next 18 months.
- **Partnership satisfaction:** maintain an average partnership satisfaction rating of 90 per cent or higher (based on surveys or feedback forms).

How the plan was developed

The plan was developed with an intent to provide a strategic blueprint for new public art projects and maintaining the Sunshine Coast Art Collection's public artworks while increasing opportunities for the creative arts sector.

- The development of the plan relied on aligning with existing local, state and national policies, plans, and strategies; benchmarking through best practice; analysing the current context; and engaging with diverse stakeholders.
- Feedback was captured via a series of workshops with the Sunshine Coast Arts Advisory Board, First Nations representatives, local creative practitioners, and the local planning and development industry, including public and private sectors.
- The insights gathered from the consultation and engagement process, directly informed the outcomes of the Public Art Plan.
- Extensive internal consultation within Council was also undertaken to ensure alignment and uptake of opportunities and objectives within the plan.
- Through the implementation of this plan, we are shaping our future as a region that is connected, creative and inspirational



Image: Whipbird Clutch by Hew+Noonan. Location: Maroochy Bushland Botanic Gardens.



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