



Public Art Plan 2012-2017

1. Introduction

Cairns Regional Council's Cultural Plan (2009-2014) outlines the priorities for the region in developing a vibrant arts and cultural sector over the next five years. This Public Art Plan is designed to elaborate on the Cultural Plan's broad principles and strategies as they apply to public art, and to set a direction for the region in the planning of public art projects over the next five years.

The Public Art Plan also takes as its starting point Cairns Regional Council's Public Art Policy which was adopted in 2006, and most recently updated in 2010 to guide Council's approach to the development, planning, acquisition, maintenance, de-accessioning and integration of public art in the Cairns region. The intention of this plan is to:

- establish a strategic plan of action that will drive and deliver key outcomes and strategies identified in Council's Cultural Plan and Public Art Policy
- build a framework for the commissioning of public art in the Cairns region over the next five years, including processes and resourcing
- outline geographical priorities for public art throughout the region, according to Council's suburban centre improvement projects and other planned developments, and
- provide direction for Council's Public Art Advisory Group (PAAG) and inform the wider community of the group's role

2. Guiding Principles

Cairns Regional Council's Cultural Plan 2009-2014 aims to create:

.....a more vibrant, progressive and collaborative community, working together to achieve greater local, national and international recognition for the unique and culturally diverse artistic excellence of our region and its distinctive, tropical lifestyle.

Public art has a large role to play in achieving this outcome, as it affords artists the opportunity to extend the boundaries of their practice, and to collaborate in producing contemporary and distinctively local art of the highest aesthetic standard.

The specific guiding principles for Council, outlined in the Cultural Plan and listed below, inform this public art plan in the following ways:

2.1 Environment and Lifestyle

Public Art has the opportunity to feature and interpret our beautiful local environment through artworks that combine with and complement their natural surroundings. Artworks which are inspired by this region's environment and lifestyle will be among those sought for public art projects under this plan.

2.2 Respect our Heritage, Tell our Stories

Public art can create a bridge between the old and the new – to provide contemporary visual, auditory or tactile information about the history of a site, allowing the viewer to imagine and marvel at the events that may have taken place there. The public artwork, in itself, then becomes a part of the history of that place, and part of the memories of those who interact with it.

2.3 Support Cultural Growth

By embracing public art for our region, Cairns Regional Council is openly and proactively supporting the cultural growth of the region, and recognising that culture plays a role in supporting the social, economic and spiritual wellbeing of our society.

2.4 Cultural Investment

Council contributes to and manages private contributions to a Public Art Reserve to support the sustained delivery of the public art program.

2.5 Leadership and Collaboration

Council manages a Public Art Advisory Group comprising interested and appropriately skilled members of the community, with the charter of assisting Council staff in providing advice and recommendations to Council on issues associated with public art.

3. Public Art Definition

Cairns Regional Council recognises that public art is as diverse as the landscape in which it is presented. It is inspired and informed by a multitude of environments – the cultural, physical, political, emotional and spiritual.

Public Art in the Cairns region reflects local character through a variety of mediums. Such works include: sculpture, installation art, painting, paving, mosaics, pathways, animation, lighting, new technologies, water features and other elements of design.

For the purpose of implementing the Cairns Regional Council Public Art Plan, Public Art is defined as artworks located in, or visible from outdoor urban public places, such as parks; urban centres; foreshore areas and recreational areas, and including architectural features of buildings.

4. Resourcing

Council's Public Art Policy outlines the sources of the Public Art Reserve. In accordance with the Policy, the balance of funds available in Council's Public Art Reserve will be determined annually at the time of Council's First Budget Review process. Concurrent with this process, the Manager Creative Cairns will be responsible for coordinating a process to determine specific public art projects to be undertaken during the course of the financial year, to be recorded in an annual action plan. This determination will be based on:

- available funds,
- the list of project priorities identified in Section 9 of the Public Art Plan and
- the recommendations of the Public Art Advisory Group.

Council will be called upon to formally approve each annual action plan. Approved Reserve-funded Public Art Projects that are of a capital works nature will then need to be established as discrete projects within the Council Capital Works Program via formal

Budget Review processes. Budgets for discrete projects of an operating account nature will likewise be established via formal Budget Review processes.

Public Art Projects funded by external grants and contributions will be managed as they arise.

Expenses for public art projects will include project management and/or consultants' fees, tender costs, legal and contractual documentation, artists' fees, materials and fabrication, design, risk management and liability costs and public art maintenance and conservation.

Partnerships will be sought to extend the capacity of Council to deliver quality public art projects, including partnerships at a local level through Council's various grants programs, State and Federal grant opportunities and private sector partnerships.

In compliance with Council's Collections Management approach (refer section 7.2), for each new public art work, a maintenance schedule and de-accessioning plan will be developed, outlining costs and frequency of maintenance, expected life of the work and the conditions under which it may be de-accessioned. As determined by the project manager of each artwork, and according to a maintenance schedule devised by the artist, a percentage of the project cost will be allocated towards on-going upkeep of a new public artwork.

5. Processes

Different public art projects will have specific processes for commissioning and decommissioning. The attached flowchart [Attachment A – doc #2006161] outlines the basic procedures, in accordance with Council's Procurement Policy.

6. Roles and Responsibilities

6.1 Arts & Cultural Planning & Development Officer

Facilitates implementation of the Public Art Plan and initiates considerations of individual projects

6.2 Manager Creative Cairns

Accountable for the delivery of the Public Art Plan

6.3 Asset Owner

The owner of the asset that is to accommodate a new public art work will be involved in the decision-making and project management by attending the Public Art Advisory Group meetings pertinent to the project

6.4 Public Art Advisory Group (PAAG)

The PAAG will offer specialist advice and feedback according its members' areas of expertise and their views as residents of the Cairns region.

6.5 The Project Manager

A percentage of the capital cost of each project will fund a Project Manager for matters such as procurement, contracts, reporting, maintenance planning, fabrication and installation, in conjunction with the artist.

6.6 The Artist

The artist will be required to adhere to the terms of contracts prepared by the project manager which will outline his/her responsibilities in the phases of concept/design development and fabrication/installation.

7. Public Art Plan Categories

The Public Art Plan is designed to animate and facilitate an integrated public art program involving a combination of three strategically linked categories. The collective scope of the three categories aims to encourage a climate in which innovation, design and art contributes to the cultural life, liveability and amenity of the region.

7.1 New Works refers to the acquisition of artworks for public space and the contribution of artists to the design of new public spaces. This may involve:

- Sites of civic, cultural, historical and redevelopment significance
- Existing and proposed designated open and/or public access space and infrastructure, such as parks, streets, business centres, coastal foreshores, recreation and civic facilities

7.2 Collections Management refers to existing Public Art assets in Council's ownership, care or on Council controlled Land. The Collections Management category acknowledges the works as being of value and significance

and requires the preparation of asset management plans for their management, care, maintenance and conservation. The category also requires presentation and promotion strategies to raise awareness of the collective value and significance of the collection. Public Art assets will be listed in Council's Asset Register.

7.3 Public Programs refers to the development of programs, projects and activities that encourage increased civic and cultural identity, community awareness and involvements in local area planning, and public place making activities. The program embraces a commitment to delivering accessible and relevant projects and activities that engage broad community involvement and provide professional development and skills opportunities for local emerging artists and designers.

8. Evaluation

Monitoring and evaluation will play a critical role in the Plan's implementation and review processes. An evaluation strategy will be to measure the short, medium and long-term outcomes of the 5-year program.

Using *Cultural Vitality* as the underpinning theme, the evaluation methodology will be designed to include a holistic sustainability framework based on social, environmental, economic and institutional indicators. (See Attachment C)

9. Public Art Plan – Action Plan and Priority Goals

The following section outlines the areas of the Cairns region that have been identified as being appropriate for new public artworks over the coming five years. The artworks would form part of broader projects of development and/or beautification that Council has underway or in the planning stage. The action plan also outlines priority actions for Collections Management and the development of relevant Public Programs over the next five years.

9.1 New Works Priorities

New Works refers to the acquisition of artworks for public space and the contribution of artists to the design of new public spaces. (Further information in relation to each of these targeted locations can be found at Attachment B)

Location	Project	2012/2013	2013/14	2014/15	2015/16	2016/17
a) Cairns Botanic Gardens	<p>Indigenous Art Trail</p> <p>A catalogue collection of Indigenous public artworks. Initially, the project will focus on developing a trail through Centenary Lakes, connecting Collins Avenue with Greenslopes Street.</p>	<p>Funding</p> <p>Commissioning</p>	<p>Fabrication</p> <p>Installation</p> <p>Launch</p> <p>Evaluation</p>	On-going Maintenance	On-going Maintenance	On-going Maintenance
b) Edmonton Sports Precinct	<p>Edmonton Leisure Centre, Walker Road</p> <p>Stage 1 consists of two multi-purpose indoor courts and associated amenities. Opportunities exist for public art to be incorporated into the landscaping and/or finished surface of the building.</p>	<p>Scoping</p> <p>Funding</p> <p>Concept Development</p> <p>Commissioning</p>	<p>Fabrication</p> <p>Installation</p> <p>Launch</p> <p>Evaluation</p>	Ongoing-going Maintenance	Ongoing-going Maintenance	On-going Maintenance
c) Port Douglas Waterfront	<p>Port Douglas Waterfront Master Plan</p> <p>The master plan aims to make the waterfront the heart of Port Douglas. There are a wide range of opportunities for Public Art, such as The Waterfront Park & Lagoon Area. The site area covers waterfront land north of the Combined Club up to Wharf Street (including St. Mary's By The Sea; Sugar Wharf; Market Park; Anzac Park and Rex Smeal Park).</p> <ul style="list-style-type: none"> Rex Smeal Park Play Area– this site is part of the Waterfront Park. Council is currently upgrading the play area to incorporate indigenous themes into an experiential, creative and active play space Other sites to be identified 	<p>Scoping</p> <p>Concept Development</p> <p>Commissioning</p> <p>Fabrication</p> <p>Installation</p> <p>Launch</p>	On-going Maintenance	On-going Maintenance	On-going Maintenance	On-going Maintenance

Location	Project	2012/2013	2013/14	2014/15	2015/16	2016/17
d) Cairns CBD	<p>Cairns City Centre Master Plan The Master Plan provides a physical framework for Cairns Regional Council and its partners to work towards creating the best regional City in Australia.</p> <ul style="list-style-type: none"> ▪ Sites to be identified - Detailed Design will highlight opportunities for works targeting the interpretive elements for streetscape, such as signage, street grates and lanterns. Initial works will focus on: <ul style="list-style-type: none"> ○ Shield Street "heart" ○ Lake Street bus transit redevelopment ○ Greening of Grafton Street ○ Grafton Street Chinese Heritage 	<p>Develop Cairns City Centre Public Art Strategy</p> <p>Scoping</p> <p>Concept Development</p>	Funding	<p>Commissioning</p> <p>Fabrication</p> <p>Installation</p> <p>Evaluation</p>	On-going Maintenance	On-going Maintenance
e) School of Arts Building	<p>School of Arts Building Renewal and Redevelopment The School of Arts building has been an important component of the cultural life of the Cairns community from the early 20th Century as a school of arts, public library and museum. Listed on the Queensland Heritage Register the building is one of the oldest buildings in the city and creates one of the best intersections in the Cairns CBD demonstrating 20th century cultural, hotel, residential and commercial uses.</p> <ul style="list-style-type: none"> ▪ Sites to be identified – Detailed Design will highlight opportunities for works targeting the interpretative elements for streetscape, such as entry statement or interpretative signage 	Scoping	<p>Concept Development</p> <p>Funding</p>	<p>Commissioning</p> <p>Fabrication</p> <p>Installation</p> <p>Launch</p> <p>Evaluation</p>	On-going Maintenance	On-going Maintenance
f) Cairns Entertainment Precinct	<p>Cairns Entertainment Precinct The new entertainment precinct will provide state-of-the-art facilities and provide a wide-range of opportunities for Public Art. The significance of place-making and the ability of the Precinct to reflect the character and spirit of Cairns and Far North Queensland will be fundamental to the success of the project.</p>	<p>Develop a Cairns Entertainment Precinct Public Art Strategy</p> <p>Scoping</p>	<p>Commissioning</p> <p>Fabrication</p> <p>Installation</p>	Ongoing New Works & PA Programs & maintenance	Ongoing New Works & PA Programs & maintenance	Ongoing New Works & PA Programs & maintenance

	<ul style="list-style-type: none"> Opportunities for Public Art to be identified – Detailed design will highlight opportunities for public art that reflects Indigenous cultural heritage 	Concept Development				
Location	Project	2012/13	2013/14	2014/15	2015/16	2016/17
g) Daintree Gateway	<p>Daintree Gateway Master Plan</p> <p>In recognition of the outstanding natural assets of the Daintree National Park and Wet Tropics World Heritage Area, Cairns Regional Council has developed a master plan to deliver a sustainable, iconic and world-class visitor experience at its Gateway.</p> <p>Opportunities for public art include:</p> <ul style="list-style-type: none"> art installations along the ferry approaches where vehicles are waiting detailed design of signage, seating and other furniture elements, Information displays at the intersection and western precinct key components of the boardwalks (eg signage, handrail or feature posts). 		Scoping Concept Development Funding	Commissioning Fabrication Installation Evaluation	On going New Works and maintenance	On going New Works and maintenance
h) Edmonton Town Centre i) Mount Peter	<p>Up to 50,000 people will ultimately live within the Mount Peter Master Planned Area. The Edmonton Town Centre will service this future population along with the existing population as the major regional activity centre within the southern corridor.</p> <ul style="list-style-type: none"> Opportunities for Public Art to be identified 			Scoping Concept Development	Commissioning Fabrication Installation Launch Evaluation	On going New Works and maintenance

9.2 Collections Management Priorities

Collections Management refers to Public Art Assets in Council's ownership, Care or on Council controlled Land.

Project	Actions	2012/2013	2013/14	2014/15	2015/16	2016/17
Collections Management Strategy	Audit, document and catalogue all existing and future Public Artworks to enable identification, procedures for management and maintenance. Record in Council's Asset Register where standards require.	Audit, catalogue & Database	Finalise audit Ongoing accessioning of New Works	Ongoing accessioning of New Works	Ongoing accessioning of New Works	Ongoing accessioning of New Works
	Develop a collections and accessioning policy, and maintenance schedule and de-accessioning plan for all new works, outlining costs and frequency of maintenance, expected life of the work and the conditions under which it may be de-accessioned	Develop Collections Policy, Maintenance Schedule, & de-accessioning policy/plans	Ongoing implementation of CP & MS			
	Develop and implement a Conservation Management Plan for works requiring 'specialist' conservation treatment	Identify significant items through audit	Develop CMP for significant items	Ongoing implementation Of CMP	Ongoing implementation Of CMP	Ongoing implementation Of CMP
	Allocate a percentage of project cost towards on-going upkeep of a new public artwork as determined by maintenance schedule.	Identify & allocate annual budget for maintenance & restoration from Reserve	Allocate annual budget for maintenance and restoration from Reserve	Allocate annual budget for maintenance and restoration from Reserve	Allocate annual budget for maintenance and restoration from Reserve	Allocate annual budget for maintenance and restoration from Reserve
Presentation and Promotion Strategy	Design and produce a thematic series of self-guided public art trails through multi media styles such as Smart Phone Apps; Brochure and internet	Identify appropriate sites for inclusion in a self-guided trail showcasing significant items & geographical Landmarks	Design & produce multi-media presentation modes	Update and maintain	Update and maintain	Update and maintain
	Develop and implement a presentation and promotion strategy	Develop communication & promotion strategy	Launch media campaign	Ongoing promotion	Ongoing promotion	Ongoing promotion

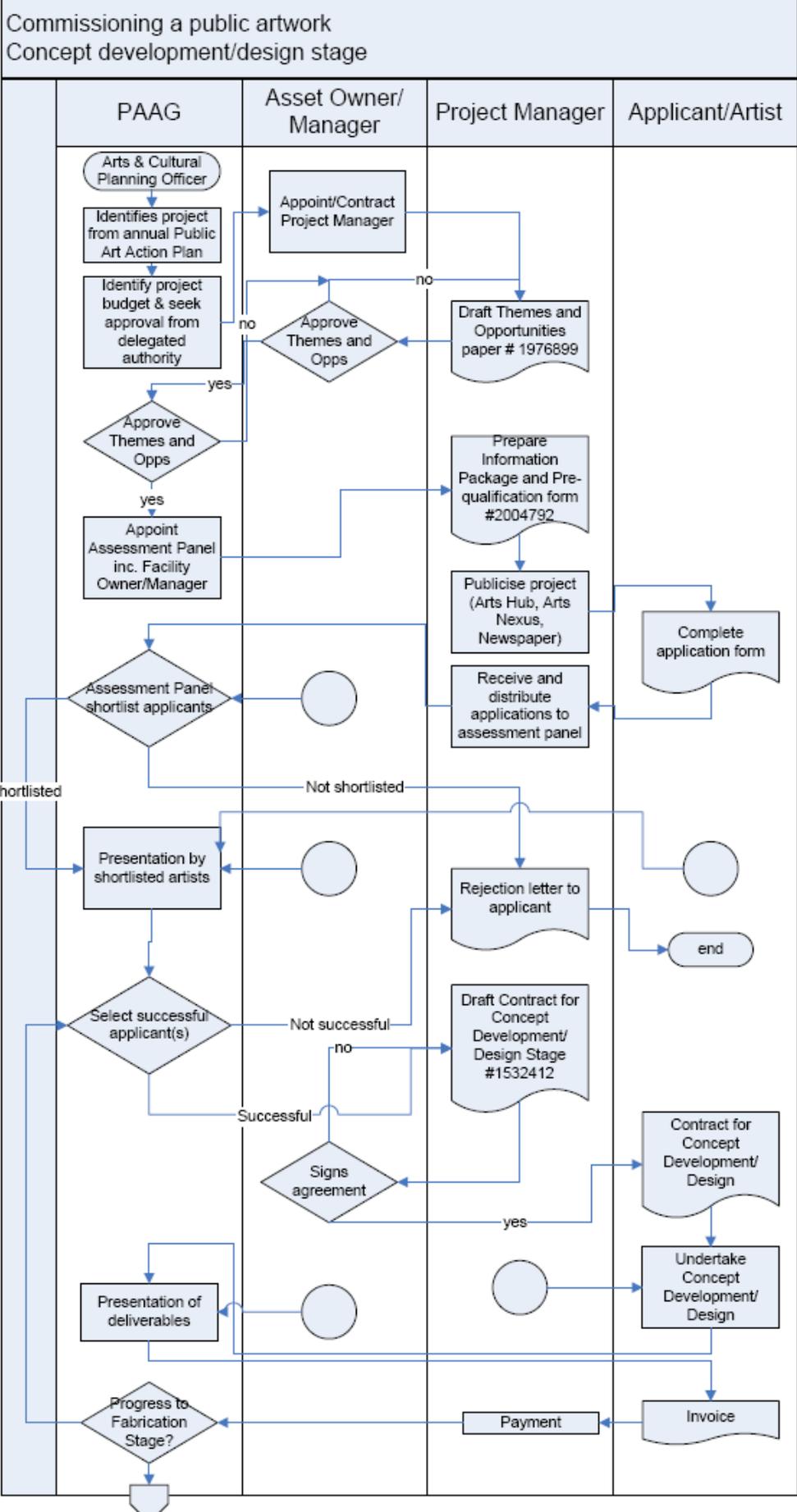
9.3 Public Programs Priorities

Public Programs refers to the development of Public Programs that enable, cultivate and promote a stronger local civic and cultural identity

Program	Project	2012/2013	2013/14	2014/15	2015/16	2016/17
Annual Program of Temporary & Ephemeral Public Art Initiatives	<p>The Cairns Temporary & Ephemeral Public Art Program is a revolving series of non-permanent site-specific annual public art events that aims to cultivate a brand new audience and receptive environment for contemporary Place Making and Public Art. The program aims to</p> <ul style="list-style-type: none"> Invite local, national and international artists to engage with the historical, cultural, social and environmental character of the Cairns Region to develop dynamic site specific temporary works Create city partnerships and exchange programs across national and international cities to deliver an innovative program of temporary exhibitions focusing on transportable, cost effective works <p>Potential activities include:</p> <ul style="list-style-type: none"> Esplanart - site specific ephemeral & environmental public art program located on Cairns Esplanade hosted by Festival Cairns Changing Lanes - site specific temporary public art program designed to enhance, enliven and revitalise urban public space located in CBD 	<p>Esplanart 2012:</p> <p>Scoping Concept Development Commissioning Fabrication Installation Launch</p> <p>Changing Lanes 2013:</p> <p>Scoping Concept Development Commissioning</p>	<p>Changing Lanes 2013:</p> <p>Fabrication Installation Launch</p> <p>Esplanart 2014:</p> <p>Scoping Concept Development Commissioning</p>	<p>Esplanart 2014:</p> <p>Fabrication Installation Launch</p> <p>Changing Lanes 2015:</p> <p>Scoping Concept Development Commissioning</p>	<p>Changing Lanes 2015:</p> <p>Fabrication Installation Launch</p> <p>Esplanart 2016:</p> <p>Scoping Concept Development Commissioning</p>	<p>Esplanart 2016:</p> <p>Fabrication Installation Launch</p> <p>Changing Lanes 2017:</p> <p>Scoping Concept Development Commissioning</p>

Program	Project	2012/2013	2013/14	2014/15	2015/16	2016/17
Advocacy & Education Program	Symposium, Seminars, presentations, floor talks and skills development workshops and Residency Programs to transfer skills and experience to emerging artists and internal planning and public art stakeholders	Finalise and formalise a Public Programs plan to deliver a revolving five-year program of Advocacy and Educational activities	Advocacy & Education Program to be identified and implemented	Advocacy & Education Program to be identified and implemented	Advocacy & Education Program to be identified and implemented	Advocacy & Education Program to be identified and implemented
	Mentorships and on-the-job training opportunities for students or emerging Artists negotiated as part of New Works commissioning process; Collections Management activities and Public Programs.	Appropriate opportunities to be identified throughout the delivery of the five-year plan	Appropriate opportunities to be identified through the delivery of the five-year plan	Appropriate opportunities to be identified through the delivery of the five-year plan	Appropriate opportunities to be identified through the delivery of the five-year plan	Appropriate opportunities to be identified through the delivery of the five-year plan

ATTACHMENT A

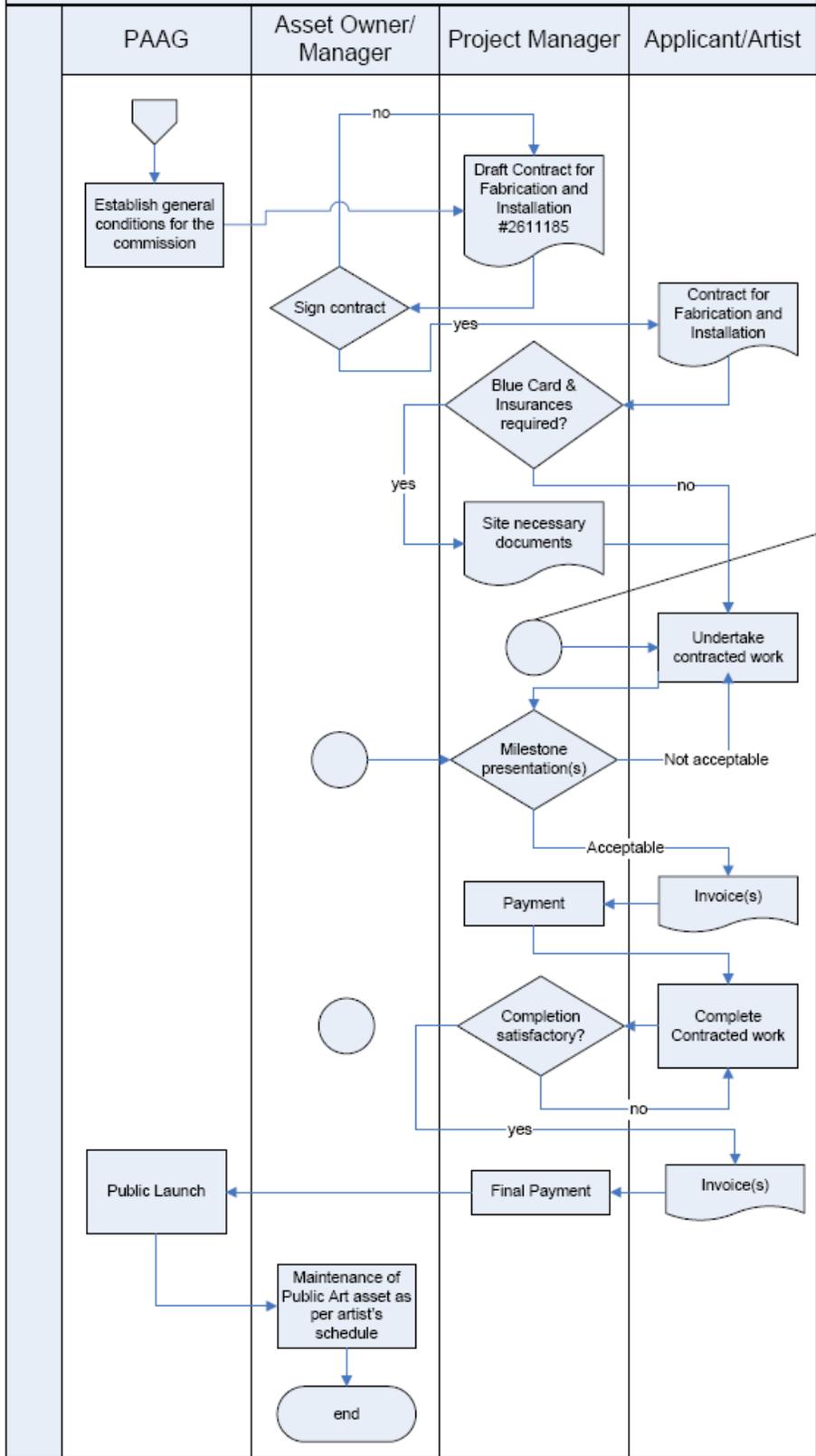


Flowcharts for commissioning a public artwork

Although different public art projects will have specific processes for commissioning and decommissioning, this flowchart outlines the basic procedure.

Commissioning a public artwork
Installation/Fabrication Stage

#2006161



Provide access to CRC engineers, maps, etc.

Attachment B - Priority areas for New Works

The following section outlines the areas of the Cairns region that have been identified as being appropriate for new public artworks over the coming five years. The artworks would form part of broader projects of development or beautification that Council has underway or in the planning stages.

a) Cairns Botanic Gardens (Including Centenary Lakes)

The Cairns Botanic Gardens take in the parklands and boardwalks of Centenary Lakes, the formal botanic collection of Flecker Gardens and the historic WWII site of the Tanks Arts Centre. It incorporates the start of the Blue Arrow and Red Arrow walking tracks up and through Mt Whitfield.

The vision for the precinct is that it builds national and international recognition for its unique blend of tropical gardens, iconic architecture, historical value and contemporary arts program. Since a master plan for the precinct was drawn up in 2005, development of the precinct has been aimed at integrating the three areas and transforming it into a community cultural facility of world class status. This master plan recognised the need to engage with local Aboriginal groups and encourage their participation in the development and management processes for the whole site.¹

Planning is currently underway for an Indigenous art trail through Centenary Lakes. The Public Art Advisory Group has identified other opportunities for public art surrounding the Cairns Botanic Gardens precinct, possibly extending to the Cairns Central Swamp.

b) Edmonton Sports Precinct – Edmonton Leisure Centre

Based on the Edmonton Sport and Recreation Facility Needs Study, Council has proceeded with the purchase of land to develop an indoor sports centre. It is envisaged that the facility will incorporate a four court sports hall, health and fitness suite, youth space, child care facilities and related amenities. Stage 1 consists of two multi-purpose indoor courts and associated amenities.

Council has received funding from the State Government to ensure that this facility meets Category 5 Cyclone Shelter requirements.

Opportunities exist for public art to be incorporated into the landscaping and/or finished surface of the building.

c) Port Douglas Waterfront

The Port Douglas Waterfront Master Plan was adopted by Cairns Regional Council on 25 November 2009. Council has also allocated \$1.2million in the 2010/2011 budget to commence implementation of the Master Plan. In consultation with the Port Douglas Master Plan advisory committee, Council has commenced the necessary pre-ground survey, geotechnical and traffic assessments that will enable other Master Plan projects to progress as a matter of priority.

Other Master Plan projects underway include:

- Planning Scheme Amendments
- Landscape Design Plan (Guide)
- Waterfront Park Design – Stage 1 – Base data for Preliminary Layout
- Feasibility Assessment for Swimming Lagoon
- Four Mile Esplanade Upgrade Project

d) Cairns CBD

As the area with the most vehicular and pedestrian traffic, the CBD of Cairns offers ongoing opportunities for public art, both semi-permanent and ephemeral. In this context, public art has the potential to enliven the CBD and to attract visitors.

A project involving temporary works of art in three of the city's laneways is in the planning stages, and is due to begin early in 2011.

As well, the 'Esplanart' project, as part of Festival Cairns, is entering its third year, and offers opportunities for a selection of local visual and environmental artists to present their work to a wide audience. Possible locations in the CBD for public art have been identified in the Cairns CBD Streetscape Masterplan, and these would be considered as well as other suggestions from the community or the Public Art Advisory Group. There are also opportunities to public art to 'dress up', in a contemporary way, those utility boxes, bins and sheds that are dreary but necessary components of any modern city.

e) School of Arts Building

The School of Arts building has been an important component of the cultural life of the Cairns community from the early 20th Century. Listed on the Queensland Heritage Register the building is one of the oldest buildings in the city.

The School of Arts is one of four heritage buildings on the corner of Lake and Shield streets, the combination of which creates one of the best intersections in the Cairns CBD, demonstrating 20th century cultural, hotel, residential and commercial uses. Criteria for the Heritage listing of the School of Arts include the importance of the building in demonstrating the pattern and evolution of Queensland's history, being a significant component of the cultural life of the Cairns community as school of arts, public library and museum. The building is recognised as important in demonstrating a range of aesthetic characteristics valued by the Cairns community, in particular the contribution of the building to the streetscapes of Lake and Shield streets and the Cairns townscape through scale, form and material.

Council is currently undertaking major capital works and considering its future plans for the building.

f) Cairns Entertainment Precinct

The Cairns Entertainment Precinct is an exciting new entertainment precinct that will provide state-of-the-art facilities for use by the community and visitors alike for generations to come. It will contain two performance theatres with stages to accommodate large and small scale productions such as concerts and ceremonies; rehearsal rooms for performers; on-site car parking; a ticketing agency; public plaza and a major regional museum. The museum will be home to permanent and travelling exhibitions showcasing the diversity of culture in the wet tropics, public programs and created events.

The new precinct will be located alongside historic 'White's Shed' close to the international cruise ship terminal on Wharf Street. The building will be situated on land owned by Ports North. Cairns Regional Council will lease the vacant land for the next 99 years for 'peppercorn' or nominal rent.

g) Daintree Gateway

The Daintree Gateway has two distinct purposes:

- Improve the experience for visitors to the Daintree-Cape Tribulation area.
- Increase economic benefit for local communities and businesses from greater visitation.

The Daintree Gateway Master Plan project is an initiative of the Cairns Regional Council to improve the user experience and visual appearance of the Daintree Gateway precinct. The Daintree is one of the star attractions in Tropical North Queensland and an important part of the traditional lands of the KuKu Yalanji

people. However, the approaches and access to the Daintree are visually unattractive and facilities are poorly developed.

Council has a long term vision to develop a world-class gateway befitting of the world heritage values of the Daintree-Cape Tribulation area. This master plan is the first step towards that vision. The master plan prioritises a suite of foundation projects for the transformation of the gateway precinct.

h) Edmonton Town Centre

Up to 50,000 people will ultimately live within the Mount Peter Master Planned Area. The Edmonton Town Centre will service this future population along with the existing population as the major regional activity centre within the southern corridor. The FNQ Regional Plan confirms the location for the Edmonton Town Centre as vacant land known as Mann's Farm (west of the Bruce Highway).

The Regional Plan also identifies the Edmonton activity centre as a potential mixed use residential and commercial area, designed to maximize the efficient use of land with a high level of access to public transport – known as a Transit Orientated Community (TOC). The FNQ Regional Plan also identifies preparing a master plan for the Edmonton major regional activity centre in the Short-term (0–5 years). Accordingly, Council is planning for the Edmonton Town Centre.

i) Mount Peter

The Mount Peter area has been recognised by the Far North Queensland Regional Plan and the Cairns Plan as a priority urban growth corridor. Mount Peter is primarily located between Edmonton and Gordonvale, on the western side of the Bruce Highway. It sits within the broader growth corridor that extends from Woree to the Mulgrave River.

Planning for Mount Peter will take place over the next 3 years, with large scale physical development of the corridor expected to commence after that, and continue for at least the next 20 – 30 years. Planning for the development of Mount Peter is now appropriate due to the lead times in achieving on ground development. Planning is also underway for the range of services and infrastructure that will support the Mount Peter community.

h) Unforeseen opportunities

Over the time period covered by this public art plan, opportunities may arise or new possibilities for public art in the Cairns region may present themselves. Examples of this may include a work of public art to commemorate some unforeseen event or the passing of an important public figure, or a partnership proposal that is deemed appropriate by the Public Art Advisory Group, and which falls within the principles of this public art plan. In extraordinary cases like these, the Public Art Advisory Group may consider public art projects that fall outside of the priority areas.

ATTACHMENT C – Monitoring and Evaluation Strategy

1. Evaluation of Cairns Regional Council’s Public Art Plan 2012 - 2017

Monitoring and evaluation will play a critical role in the Public Art Plan’s developmental process. In accordance with the Plan’s three strategic categories, the Plan will be reviewed and evaluated on an annual basis against the following key performance indicators:

1.1 New Works

- The diversity of acquisitions of artworks for public space and their ability to reflect innovation, site relevance and local character through a variety of mediums
- The contribution of artists to the design of new public spaces
- The procurement of New Works through partnerships with Government agencies, the corporate and tertiary sector

1.2 Collections Management

- The preparation of asset management plans for the management, care, maintenance and conservation of Public Art under Council’s ownership, care or on Council-controlled land
- The development of presentation and promotional strategies to raise awareness of the collective value and significance of council’s Public Art assets

1.3 Public Programs

- The development of programs, projects and activities that encourage increased civic and cultural identity, community awareness and involvement in local area planning, and public place making activities
- The development of programs that embrace a commitment to delivering accessible and relevant projects and activities that engage broad community involvement and provide professional development and skills opportunities for local emerging artists and designers.

2. Evaluation of Individual Public Art Projects across the Strategic Categories of New Works, Collection Management and Public Programs

In accordance with the Plan’s three strategic categories and the breadth and variance of projects to be implemented under each of these categories, individual projects will therefore be driven by a range of specific and varying aims, objectives and anticipated outcomes. These guiding factors will be identified at the concept phase of each of the individual projects in order to promote excellence and innovation.

The below evaluation methodology will be used as a guide to measure the short, medium and long-term outcomes of a project’s key objectives. Using *Cultural Vitality* as the underpinning theme, the evaluation methodology will be based on social, environmental, economic and institutional indicators. Evaluation will include both quantitative measures and qualitative data which will be drawn from written surveys, structured interviews and case studies.

	PARTICIPANTS	PROJECT/ ORGANISATION	COMMUNITY/ AUDIENCE
PROCESS (Short-term)	<ul style="list-style-type: none"> ▪ Environmental ▪ Social ▪ Economic ▪ Institutional 	<ul style="list-style-type: none"> ▪ Environmental ▪ Social ▪ Economic ▪ Institutional 	<ul style="list-style-type: none"> ▪ Environmental ▪ Social ▪ Economic ▪ Institutional
IMPACT (Med-term)	<ul style="list-style-type: none"> ▪ Environmental ▪ Social ▪ Economic ▪ Institutional 	<ul style="list-style-type: none"> ▪ Environmental ▪ Social ▪ Economic ▪ Institutional 	<ul style="list-style-type: none"> ▪ Environmental ▪ Social ▪ Economic ▪ Institutional
OUTCOME (Long-term)	<ul style="list-style-type: none"> ▪ Environmental ▪ Social ▪ Economic ▪ Institutional 	<ul style="list-style-type: none"> ▪ Environmental ▪ Social ▪ Economic ▪ Institutional 	<ul style="list-style-type: none"> ▪ Environmental ▪ Social ▪ Economic ▪ Institutional