

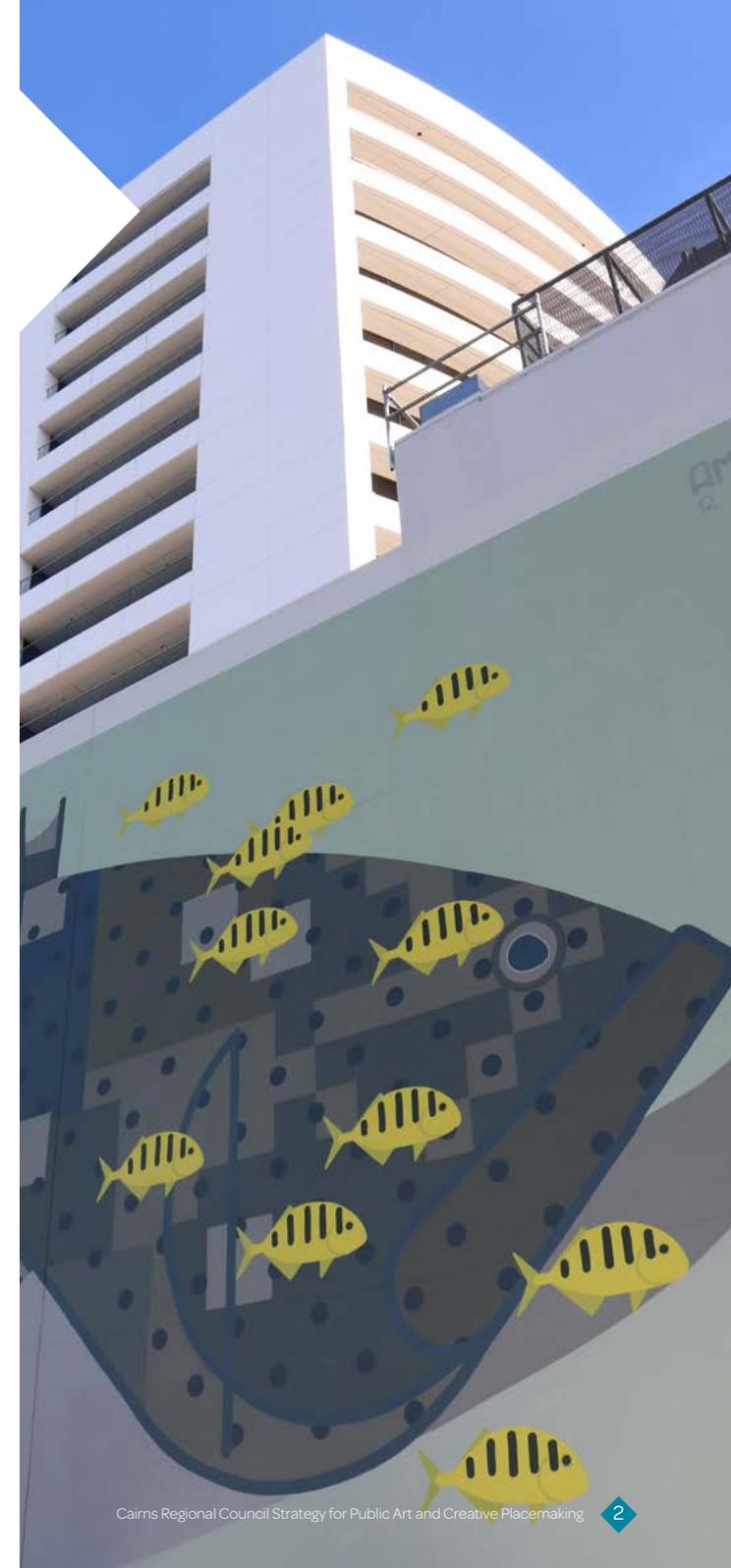
CAIRNS REGIONAL COUNCIL
**STRATEGY FOR
PUBLIC ART
AND CREATIVE
PLACEMAKING**



Detail of Citizens Gateway to the Great Barrier Reef
Brian Robinson, Cairns Esplanade

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1.1 CONTEXT

Cairns Regional Council's commitment to culture and the arts is clearly demonstrated through the continued delivery of world-class programming and the infrastructure and resources that stimulate and support creative and cultural activity.

In recent years, public and private investment in the city has delivered many key cultural assets, including the Cairns Performing Arts Centre (CPAC), Munro Martin Parklands, Bulmba–Jar, the redeveloped Centre of Contemporary Arts (COCA) and the Cairns Museum / School of Arts. This investment, combined with the emergence of Cairns as a hub for artistic and cultural expression, fortifies the vision for Cairns to be recognised as the Arts and Cultural Capital of Northern Australia.

Council's approach to the development, planning, and acquisition of public art has been evolving since the adoption of its first Public Art Policy in 2006, which was most recently updated in 2010 and 2017. These variations are consistent and in step with Council's corporate objectives and the changing cultural landscape of the city.

A review of the [2012/18 public art program](#) reflects solid and consistent progress in achievements, along with an effective structure that has supported the objectives and goals of Council's Public Art Policy.

The outcomes outlined in the review have been underpinned by a confluence of contributing factors. Firstly, the recognition that culture, creativity and the arts enrich and stimulate the liveability and character of Cairns; also, that artists and creative professionals play a vital role in interpreting and promoting the distinctive cultural vitality of the region.

Our diverse portfolio of art work gives testament to the maturation and burgeoning creative identity of the city. New city centre streetscapes, sculptural works and urban and suburban, temporary and ephemeral art projects have enriched and revitalised public spaces and places.

The *Strategy for Public Art and Creative Placemaking* builds on the considerable achievements already made, and defines a plan for the future.

1.2 DEFINITION

For the purposes of this strategy, public art and creative placemaking are defined in the broader sense as:

PUBLIC ART

Artistic works created for, located in, or part of a public space or facility, and/or the conceptual contribution of artists to the design of public spaces and facilities. It can involve highly diverse works contained in areas that integrate art, design and architecture into the public realm. It can be temporary or permanent. It can involve highly experienced public artists, young and emerging artists and artists working in a community setting.

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, bollards, bicycle racks, rubbish bins, street furniture and other elements of design.



CREATIVE PLACEMAKING

A people-centred and place-based approach to the planning, design and management of public spaces that builds connections between people and places, and which leverages the power of the arts, culture and creativity to drive change and transformation.

At its core, creative placemaking recognises that the arts enable and contribute to building stronger:

- cultural values
- community character and sense of place
- engagement and participation
- economic vitality.



2.1 VISION

In a region that is celebrated for its unique environment and diverse peoples, Cairns is a vibrant city with a high level of creative excellence, where culture and the arts are reflected in our everyday lives. (*Cairns Regional Council Strategy for Culture and the Arts 2022*)

2.2 AIMS AND OBJECTIVES

The core objectives of the *Strategy for Public Art and Creative Placemaking* are to:

- › Position Cairns as a vibrant and contemporary public art city through a planned and decisive public art program that reflects and promotes the unique character and life-style of the region.
- › Promote the integration of public art and creative processes into Council's urban design, development and renewal projects.
- › Provide a strategic framework for an integrated and holistic public art program, as well as guidelines for the commissioning, management, maintenance, de-accessioning and implementation of public art.
- › Procure the skills of local, national and international arts and creative practitioners to ensure a diverse, contemporary and distinctive public art program.

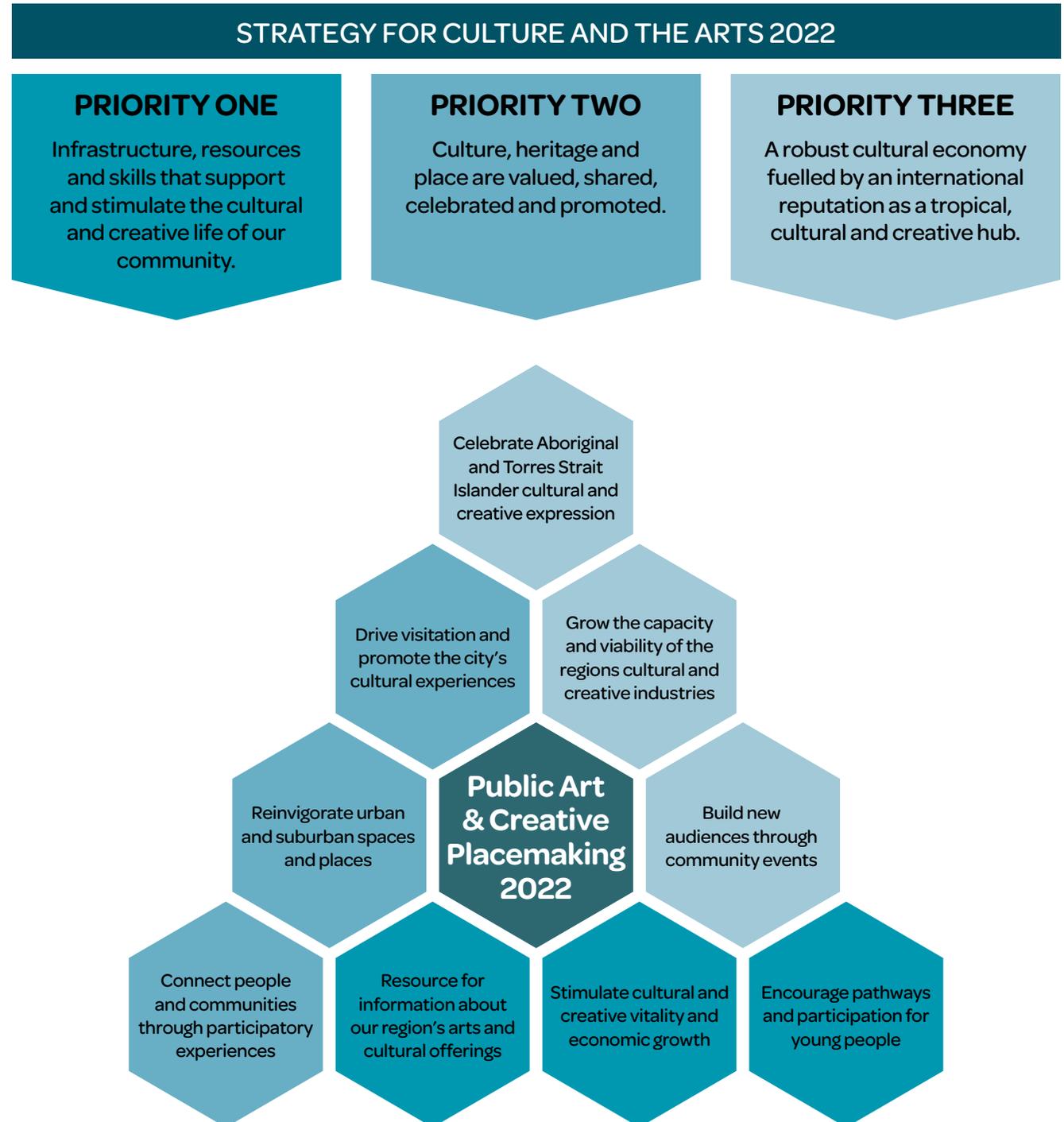


Woven Fish
Brian Robinson, Esplanade Lagoon

2.3 STRATEGIC ALIGNMENT

The *Public Art and Creative Placemaking Strategy* reflects a broad strategic planning structure, including:

- › **Corporate Plan:** Provides direction for Council to achieve a sustainable future for the region and optimum social, economic and cultural benefits for residents. It translates identified community needs and expectations into clear goals and measurable objectives to be achieved over the five years 2017 to 2022.
- › **City Centre Masterplan:** Cairns City Centre Master Plan guides the ongoing evolution of public spaces within the Cairns city centre. As a design and planning framework, the Master Plan reflects Council's Corporate Plan 2017-2022 and the community's values and aspirations for their city. One of the central themes of the master plan celebrates culture, creativity and the arts.
- › **Cairns Shared Vision 2050:** Cairns Regional Council, in tandem with key stakeholders, has developed a bold vision for the future of Cairns that seeks to build upon the natural setting, existing quality of life and the established character of the city. The purpose of the shared vision is to clearly articulate the future economic and liveability opportunities for Cairns, the projects and enablers required to realise those opportunities and the commitments and collaboration needed to support them.
- › **Strategy for Culture and the Arts 2022:** Along with the above suite of corporate objectives, Council's strategy for culture and the arts plays the lead and underpinning role in the design and implementation of this strategy for *Public Art and Creative Placemaking*, it is the starting point and launch-pad to activate a program of public art and creative placemaking in step with existing priorities and goals.



3. KEY PRIORITIES

The Strategy for Public Art and Creative Placemaking will be guided and implemented by an interconnected annual program involving three strategically and thematically linked program areas.

PROGRAM ONE

NEW WORKS

refers to the acquisition of art works for public space and the contribution of artists to the design of public space.

NEW WORKS

The New Works program recognises that cities across the nation, and around the world, are investing in public art as a means to enrich and transform civic spaces and places. Public art, through its accessibility and capacity to inspire, makes a dynamic contribution to a city's built and natural environment.

Council's annual capital works program provides opportunities to integrate public art into planned development or to transform the city's streetscapes and suburban landscapes.

The New Works program pursues an integrated approach that targets the broad spectrum of Council's annual infrastructure projects and capital improvements, city centre revitalisation, and local area planning.

PROGRAM TWO

PUBLIC PROGRAMS

refers to programs, projects and activities that encourage increased civic and cultural identity, community awareness and involvement.

PUBLIC PROGRAMS

The Public Programs category embraces a commitment to delivering accessible and relevant projects and activities that engage broad community involvement in events and activities that encourage visitation, maximise visitor experience and bring people to the region specifically for culture and the arts.

Council's annual arts and cultural programming provides ample opportunity for participatory and creative public art and placemaking. The focus of the program concentrates on the delivery of a new and expanded annual program of event-specific projects and activities that generate skills development and professional opportunities for local artists and designers.

PROGRAM THREE

COLLECTIONS MANAGEMENT

refers to existing Public Art assets in Council's ownership, care or on Council controlled land.

COLLECTIONS MANAGEMENT

The Collections Management program focuses on two key collection priorities that aim to preserve and promote public art assets:

- › **Maintenance and Conservation:** To ensure the safety and longevity of public art assets, planned and ongoing management and maintenance is required. This priority area outlines appropriate measures for the care, maintenance and de-accessioning of public art under Council control. This also includes addressing matters relating to protocols and procedures for cultural heritage, moral rights, copyright, intellectual property and authenticity.
- › **Presentation and Promotion:** Advocacy and promotion of public art assets plays an important role in strengthening cultural identity and civic pride, and assists in developing the public's understanding and perception of contemporary artwork. This priority area outlines appropriate measures for public art marketing and communications which will include a range of platforms including website and promotional tools.

IMPLEMENTING NEW WORKS

The New Works category celebrates culture, creativity and the arts through projects that deliver:

- › Reinvigorated culture-led revitalisation of urban spaces and places.
- › Recognition of the Region’s unique indigenous cultural heritage and creative expression.
- › Increased employment and professional opportunities for artists.

LEAD PROJECTS:

The following capital works projects have been identified as potential opportunities for the integration of Public Art.

SCHEME 1: CITY CENTRE REVITALISATION 2020/22			
Potential Lead Projects	Focus	Goal	Outcome
City Centre Masterplan: 1.1 Cairns Gallery Precinct. 1.2 Esplanade Dining Precinct. 1.3 Northern End of Esplanade.	Revitalisation, urban vitality and public art.	National and international reputation as a hot spot for culture, the arts and creativity.	Consistent and ongoing place-based, site-specific and curated integration of public art as a component of major design projects. Procurement of major and iconic public art, Indigenous art, and local, national and international works.

SCHEME 2: ANNUAL CAPITAL WORKS 2020/22 - INFRASTRUCTURE DEVELOPMENTS, URBAN RENEWAL AND BEAUTIFICATION PROJECTS.			
Potential Lead Projects	Focus	Goal	Outcome
2.1 Norman Park and Mill Gardens Improvement Plan. 2.2 Kenrick Street Park/Fisher Road Park Gordonvale. 2.3 White Rock Open Space and Connectivity Project.	Revitalisation and open space improvements.	Improved visual amenity of the locale.	Reinvigorated culture-led public art reflecting local character, aesthetic appeal, connectivity and access.
2.4 White Rock Neighbourhood and Sports Centre.	Civic infrastructure project.	High quality public art that considers the physical and functional aspects of the site.	Well-integrated, and high-quality public art that creates a lively and engaging neighbourhood centre.



ACTION PLAN FOR NEW WORKS

The two-year timeline for the below projects will remain flexible and will align with capital works development over the next five years. The inclusion of these projects in the two-year action plan aims to ensure that integration of public art is considered in the initial stages of capital works forward planning.

SCHEME 1 CITY CENTRE REVITALISATION

Program	Project	20/21	21/22
The Cairns Gallery Precinct.	The Cairns Gallery Precinct - connects three heritage listed buildings in the CBD - the Cairns Art Gallery, the 'Old' Court House and the former Mulgrave Shire Council offices. Opportunities for public art include outdoor spaces; and pedestrian connections to the adjacent Esplanade Parklands.		
Esplanade Dining Precinct.	The outdoor dining precinct extends along the Esplanade from Aplin Street to Shields Street and includes the adjoining section of Shields Street between the Esplanade and Abbott Street. This project will enhance the best features of the Esplanade Dining Precinct. Opportunities for public art include functional and landscape design elements.		
Esplanade - Northern End.	The City Centre Masterplan identifies the northern end of the Esplanade as a candidate for a park upgrade. The relationship of the Fun Ship playground to the mangroves and the need for a regionally significant All Abilities play/exercise space has prompted commissioning of concept plans for this end of the Esplanade. Opportunities for Public Art include All Abilities interactive, sensory and functional design elements.		

SCHEME 2 ANNUAL CAPITAL WORKS PROGRAM

Program	Project	20/21	21/22
Kenrick Street Park and Fisher Road Park Improvement Plan.	The Improvement Plan will be implemented in several stages. The plan includes leaf-shaped spaces bounded by trees to create activity and function areas, a new BMX and skate park and other recreational facilities, such as a community common area with a lake. Opportunities for Public Art include standalone features or softer landscape design elements.		
Heritage Trail and Mill Gardens Improvement.	The Concept Plan includes a sealed heritage trail from Norman Park to Greenpatch along with the new landscaped 'Mill Gardens' to be located near the Gordonvale Railway. The plan includes interpretive signage, new seating and the relocation of the historic Draper Gates to the new Mill Gardens. Public Art opportunities include functional and/or interpretive design elements.		
White Rock Community Centre.	The infrastructure project involves the creation of sports facilities on part of the White Rock School grounds along with the development of a Neighbourhood Hub on the adjoining Tiffany Street Reserve. Opportunities for Public Art include standalone features or softer elements incorporated into the building design and/or landscaping.		
White Rock Public Open Space and Connectivity Upgrades.	The White Rock Recreation Study identified the need for better access linkages between the existing open space and parklands within the suburb. A White Rock Connectivity Study has been produced to address connectivity and access to parks and open space via pathway extensions and upgrades. Opportunities for Public Art include standalone features and/or landscape design elements.		



IMPLEMENTING PUBLIC PROGRAMS

The Public Programs category cultivates new audiences and a receptive environment for contemporary public art and creative placemaking through projects that deliver:

- › Diverse creative place-making, and public art programs that add value to the city’s growing portfolio of events.
- › Broad community engagement and participation.
- › Artist-led, collaborative projects that stimulate and enhance community character and revitalise under-appreciated spaces.

LEAD PROJECTS:

SCHEME 1: ACTIVATE ART			
Projects	Focus	Goal	Outcome
<p>1. Cairns Arts and Cultural Festival.</p> <p>1.1 City Centric:</p> <ul style="list-style-type: none"> • Voices of the Streets: Cairns. • City Lights Projections – Library. • City Lights Projections – Courthouse. <p>1.2 Suburban Satellites:</p> <ul style="list-style-type: none"> • Lake Placid with JCU and BoneMap. • Our Place Walkabout with Centacare. 	<p>Event-specific and site-specific participatory, placemaking experiences that connect cultural and creative diversity and promote the region’s shared heritage and character.</p>	<p>Culture-led connection to place, people and communities.</p>	<p>Placed-based and participatory engagement.</p> <p>Reinvigorated and revitalised urban and suburban spaces and places.</p>
<p>2. Cairns Children’s Festival.</p> <ul style="list-style-type: none"> • Baby Satellites Southern Corridor. 	<p>Event-specific and site-specific participatory, placemaking experiences targeting young children and their families.</p>	<p>Culture-led connection to place, people and communities.</p>	<p>Expanded Festival Program.</p> <p>Enhanced education, audience development and participatory engagement.</p>
<p>3. City and Suburban Public Utility Infrastructure .</p>	<p>Revitalisation and beautification of public utilities.</p>	<p>Improved visual amenity of utility infrastructure.</p>	<p>Reinvigorated culture-led public art reflecting local character and aesthetic appeal.</p>



SCHEME 2: PROFESSIONAL DEVELOPMENT PLATFORM

Projects	Focus	Goal	Outcome
<p>Professional Development Opportunities</p> <ul style="list-style-type: none"> • Critical Thinkers Artist lectures. • New Works Embedded opportunities. • Flame.Arts Access Pathways to Practice. • City of the Arts Residencies. 	<p>Mentorship, training and pathways to practice.</p>	<p>An annual public art program dedicated to skills development, dialogue and sharing ideas.</p>	<p>New collaborations, knowledge, networks and professional development.</p> <p>Stimulated creative economy and growth in our creative industries.</p>

ACTION PLAN FOR PUBLIC PROGRAMS

SCHEME 1 CITY CENTRE REVITALISATION

Program	Project	20/21	21/22
Cairns Arts and Cultural Festival. City Centric.	Voices of the Streets - building connection to the history and character of the city through a curated program of interactive multimedia and performance art in CBD venues, alleys and spaces.		
	City Lights Library - large scale projection project incorporating the work of local visual artists and sound and lighting specialists to illuminate the historic Cairns City Library.		
Cairns Arts and Cultural Festival. Suburban Satellites.	Lake Placid - a suburban satellite program for families, featuring performance art, music and new media installations on the banks of Lake Placid.		
	Our Place Walkabout - a community-based event bringing the stories and streets of Manoora, Moorooloolooloo and Manunda to life through performance art.		
Cairns Children's Festival. Suburban Satellites.	Baby Satellites Southern Corridor - featuring, free, participatory, interactive multi arts placemaking events for children and families in the southern corridor suburbs of Cairns.		
City and Suburban Public Utility Infrastructure.	Revitalisation of Public Utilities - a community art project involving local artists in the beautification of utility boxes across city and suburban landscapes.		

SCHEME 2 PROFESSIONAL DEVELOPMENT

Program	Project	20/21	21/22
Professional Development Platform.	Critical Thinkers - artist lectures series by established Public Artists and creative placemaking specialists to inspire discussion, debate and a new way of thinking.		
Professional Development Platform.	Embedded Pathways to Practice - a platform for knowledge sharing and real-life mentoring opportunities as they arise under the New Works category of this strategy.		
Professional Development Platform.	RADF Flame.Arts Access Pathways to Practice - provides mentorships, skills and career development opportunities for young pre emerging and emerging artists. Targeting young Aboriginal and Torres Strait Islander artists, and young artists with a disability.		
Creative Exchange Platform.	City of the Arts Residency Program - targeting national and/or international authorities in public art and creative placemaking.		



IMPLEMENTING COLLECTIONS MANAGEMENT

The Collections Management category focuses on measures to protect and communicate the importance of the region’s shared public art collection through projects that deliver:

- › More effective preventative management and professional accessioning and de-accessioning procedures.
- › Increased civic and cultural identity and community pride.
- › Strategic marketing and advocacy campaign to promote Cairns’ diverse public art collection.

LEAD PROJECTS:

SCHEME 1: MAINTENANCE AND CONSERVATION

Projects	Focus	Goal	Outcome
1. Capital Renewal. <ul style="list-style-type: none"> • Shang Park, Murals. • Shang Park Bollards. • Tropical Daze Mural, Redlynch. • Freshwater Girl Guides Mural. • 15 footpath Mosaics, Cairns City Library. • Glenoma Park Mural. • Trinity Beach Mural. • Biannual re-audit of Public Art assets. 	Conservation and Maintenance.	Effective and best practice preventative maintenance.	<p>Appropriate measures for the due care, maintenance and de-accessioning of public art under Council control.</p> <p>Increased civic pride and acknowledgement of the value and significance of the public art collection.</p>

SCHEME 2: PRESENTATION AND PROMOTION

Projects	Focus	Goal	Outcome
1. Self-guided Public Art Trail. <ul style="list-style-type: none"> • My Cairns App. • Cairns Arts and Culture Map website. 2. Annual Guided CBD Public Art Event. 3. Strategic Media Campaign. 4. Developer’s Handbook.	Presentation and Promotion.	Increased civic and cultural identity, community pride and involvement in public art and placemaking activities.	<p>Focused investment in connecting the Region’s collective points of distinction.</p> <p>Reinvigorated and strategic campaign to promote the collective appeal of the region’s public art assets and collections.</p>



ACTION PLAN FOR COLLECTIONS MANAGEMENT

SCHEME 1 MAINTENANCE AND CONSERVATION				
Program	Project	20/21	21/22	Priority
Shang Park Murals.	Corner of Shang Street and Long Street, Mooroolbool. Murals on Ergon power box, internal path bollards and basketball back board.			High
Shang Park Bollards.	Corner of Shang and Mestrez Street, Mooroolbool. Galvanised steel posts and steel sheeting with cut and welded detail.			High
Redlynch Tropical Daze Mural.	Located in the Redlynch Underpass, Redlynch Intake Road, Redlynch. Spray paint on aluminium composite.			Medium
Freshwater Girl Guides Mural.	Corner of Lavis Road and Kamerunga Road, Freshwater. Hand painted mural on the Girl Guides Hall exterior brick wall.			Medium
Cairns City Library Footpath Mosaics.	151 Abbott Street, Cairns. Mosaics on concrete slabs inset into footpath.			Medium
Biannual Reaudit of Public Art.	Document condition and devise maintenance plan.			High
Glenoma Park Mural.	Located Glenoma Park and Brinsmead Road Brinsmead. Hand painted mural on amenities block.			High
Trinity Beach Mural.	Located corner of Trinity Beach Road and Moore Street Trinity Beach. Hand painted mural on amenities block.			High

SCHEME 2 PRESENTATION AND PROMOTION				
Program	Project	20/21	21/22	
Presentation and Promotion.	Annual guided CBD public art event.			
Presentation and Promotion.	Self-guided Public Art Trail - Access.			
Presentation and Promotion.	Strategic Media campaign.			
Presentation and Promotion.	Developer's Handbook.			

5.1 PROCEDURES FOR NEW WORKS

ACQUISITION MODELS

Acquisition of public art will be achieved in compliance with Cairns Regional Council's Procurement Policy via the following methods:

OPEN COMPETITION approach, where artists respond to an advertised expression of interest to provide a schematic response to a project brief. Shortlisted artists or teams may then be invited to further develop conceptual designs for a fee, and a preferred artist is selected.

LIMITED COMPETITION approach, where specific artists are invited to submit proposals in response to a project brief, or take part in the concept development. Artists may be sourced from existing databases or previous project applicants.

DIRECT COMMISSION approach, where a specific artist or creative team is commissioned to create artwork specifically for the project.

DIRECT PURCHASE approach, where artwork is purchased directly from the artist or the artist's agent.



THEMES, VALUES AND CONCEPTUAL FRAMEWORK

The commission, selection and acquisition of artwork for the public domain will be guided by a curatorial structure that considers the physical and functional aspects of the site along with the proposed artwork's conceptual theme.

The project brief will include:

- › Project background including: objective and desired outcome, budget, project scope, schedule for commencement and completion, site limitations, technical requirements, consultation requirements, commissioning and project management processes etc.
- › Themes and opportunities will identify and respond to the core intent of the artwork in relation to:
 - Where – the historic, industrial and/or social character of the location in relation to the specific site of the proposed artwork
 - When – time of day, and speed at which people see and interact with proposed artwork
 - Why – the specific purpose of the location, and the motivation of the proposed artwork
 - How – the way in which people will experience, interpret and interact with the proposed artwork.

RESOURCING

Capital Works

Cairns Regional Council's Public Art Policy applies to all Council programs concerned with the built and natural environment, including capital works, urban design and infrastructure development. The focus of the policy is on the public domain which includes open spaces such as parks, streets, foreshore promenades and outdoor and indoor business, recreation, sporting and cultural facilities.

In order to effectively align with civic infrastructure projects, Public Art will be considered from the earliest planning stages of the project. The New Works Program will be resourced through a variety of sources:

- All Council capital works and urban design projects are to consider the inclusion of public art. The percentage allocations will be commensurate with the public profile of the site and/or project.

The budget allocations for the commission of public art is to include:

- Management fee for the project manager
- Concept development fees for shortlisted artists/creative team
- Commission fee for selected artists/creative team
- Materials
- Engineering
- Fabrication
- Site preparation
- Transportation
- Lighting
- Acknowledgement Plaque
- Promotion
- Ongoing maintenance cost

Grants, Sponsorship and Partnership

Council will actively pursue funding at all levels of government and advocate the value of public art and its potential to contribute to the prosperity and liveability of the region in order to encourage private development partnerships and voluntary contributions by developers.

Rainforest Bagu

Clarence Kinjun, Debra Murray, Emily Murray, Nephi Denham,
Philip Denham, Sally Murray, John Murray, Eileen Tep &
Melanie Muriata, Giringun Aboriginal Arts Centre,
CPAC



MANAGEMENT AND ADVISORY PROCESS

Working Group

In order to achieve an integrated and consistent process, Cultural Services will lead and facilitate a public art working group, comprising representatives from Council branches as well as from key stakeholders and consultants.

Public Art Project Officer

An experienced Project Officer will be identified at the outset of the project. The role and responsibilities of the Project Officer will include: liaising with all stakeholders, writing the project brief and progress reports; facilitating briefings; sourcing the artist(s) and creative teams; contract administration and supervision of the construction, installation or procurement of the artwork, as well as documentation and evaluation.

Public Art Peer Assessment Panel

Council will maintain an up-to-date register of suitably qualified industry and community stakeholders who wish to take part in the assessment, commissioning and acquisition of public art. As business requires, a selection of interested and qualified practitioners will be called upon to oversee the selection of new artworks and provide specialised advice and feedback to Council.



EVALUATIVE FRAMEWORK

The value and impact of the Strategy for Public Art and Creative Placemaking New Works category is underpinned by, and aligned with, the evaluative framework and indicators contained in Council's Strategy for Culture and the Arts 2022.

NEW WORKS PROGRAM - MEASURES FOR SUCCESS

INTRINSIC:

Growing appetite and expectation for quality contemporary works, programs and products.

INSTRUMENTAL:

Increased profile as a city of the arts, growth in audience numbers, and employment opportunities for local artists and cultural industry sector.

INSTITUTIONAL:

Increased cross-departmental and cross-government, corporate and business sector partnerships and collaboration.

Gurrabana Gurraminya-djada (Storywater Brothers)
Bernard Singleton, Shields Street



5.2 PROCEDURES FOR PUBLIC PROGRAMS

COMMISSION MODELS

The Public Programs category will be initiated and delivered by Cultural Services and other branches of Council. Commissioning procedures for annual activities will be aligned with programming considerations, but will generally be achieved via the below methods:

OPEN COMPETITION approach, where artist(s) or creative team respond to an advertised expression of interest in response to a project brief. Shortlisted artists or creative teams may then be invited to further develop conceptual themes and/or product for a fee, and a preferred artist is selected.

LIMITED COMPETITION approach, where specific artist(s) or creative team are invited to submit proposals in response to a project brief, or take part in the concept or product development. Artists or creative teams may be sourced from existing databases or previous project collaborators.

DIRECT COMMISSION approach, where a specific artist(s) or creative team is commissioned to create or produce work specifically for the event or activity.

RESOURCING

The Public Art Programs category is underpinned by Council's Strategy for Culture and the Arts 2022 which seeks to Implement an annual public art program that reflects and promotes the distinctive character and lifestyle of the region (2.4.3). The Public Programs category will be resourced through various methods and will support diverse artforms and practices that have a public outcome.

Operational Funds

Cairns Regional Council allocates both capital and operational funds from its annual budget to resource public art projects and programs. The Public Programs will support a range of unique events and activities and will rely on annual operational funds. In order to deliver the identified Lead Projects, events and activities will build required resources into the production budget.

Grants, Sponsorship and Partnerships

Council will actively pursue funding at all levels of government and encourage partnerships and contributions.



MANAGEMENT

Working Group

In most cases Public Programs will be facilitated by a working group, comprising relevant representatives from Council branches as well as from key stakeholders and consultants.

Project Officer

An experienced Project Officer will be identified at the outset of the project. The role and responsibilities of the Project Officer will include: liaising with all stakeholders; writing the project brief and progress reports; facilitating briefings; sourcing the artist(s) and creative teams; contract administration and supervision of the activity, along with documentation and evaluation.

[Windblown Leaves](#)
Roland Nancarrow, Cairns Esplanade



EVALUATIVE FRAMEWORK

The value and impact of the Public Programs category is underpinned by, and aligned with, the evaluative framework and indicators contained in Council’s Strategy for Culture and the Arts 2022.

PUBLIC PROGRAMS – MEASURES FOR SUCCESS

INTRINSIC:

Exposure to new knowledge, skills and experiences.

INSTRUMENTAL:

Increased collaborations, partnerships and networking across the arts and cultural sector.

INSTITUTIONAL:

Programming that attracts new audiences and brings people to the region specifically for the arts and culture.



5.3 PROCEDURES FOR COLLECTIONS MANAGEMENT

Maintenance and Conservation

Procedures for the ongoing care and conservation of public art will be maintained in accordance with professional collections methods, including:

- In order to implement best practice maintenance and conservation, a secure, stipulated and sustainable budget will be factored into the commissioning of all new works.
- A comprehensive maintenance plan outlining specific cleaning, maintenance and ongoing servicing requirements will form part of the conceptual design considerations.
- Cultural Services will continue to maintain a Collections Register that details condition and maintenance records of the current public art portfolio.
- Cultural Services will facilitate maintenance, conservation and de-accession considerations for the portfolio of public art assets. Fee for service will be costed to the asset owner.

De-accession of Public Art

In determining the need to remove or relocate a work of art from public display, the following factors are considered:

- The condition of the artwork is no longer considered safe and/or requires excessive amount of maintenance.
- The location of the artwork is no longer appropriate in line with new developments or redesign of streetscape features.
- The artwork was obtained for a certain period and/or for a certain exhibition.
- The aesthetic quality of the work no longer meets functional or aesthetic requirements.
- The opinions and advice of relevant stakeholders including the artist, maintenance contractors, the owners of the building or land on which the artwork is located or any other experts, such as engineers; and
- Community or cultural issues associated with the artwork, building, and/or original commissioning process.

De-commissioning process can include:

- Relocation of the artwork to a suitable location
- Selling the artwork
- Donation of the artwork
- Destroying the artwork.

In all cases the artist will be given the first opportunity to have title of the work transferred to them and/or documentation of the artwork in situ. In the event that the work is to be destroyed, the artist will be given the option to acquire the work.

Presentation and Promotion

The full collection of Public Art assets is currently documented and promoted on the Cairns Arts and Culture Map, an online tool for presentation and promotion of the region's collective cultural assets.

Procedures for presentation and promotion builds on this catalogue of work via a strategic campaign designed to promote the collective appeal of the region's public art assets and collections, including:

- Press release and media kit developed to coincide with the installation of a new public artwork.
- Photographs of major public artworks to be included in Council publications such as the Annual Report.
- Regular staff and Council updates on the development of a new public artwork.
- Ensuring customer service staff have sufficient information to answer general enquiries when a new artwork is installed.

RESOURCING

Council will, to the best of its ability, ensure the maintenance of new and existing Public Artwork in its ownership, care or on Council-controlled land through the allocation of an annual maintenance and renewal budget.





EVALUATIVE FRAMEWORK

The value and impact of the Collections Management category is underpinned by, and aligned with, the evaluative framework and indicators contained in Council's Strategy for Culture and the Arts 2022.

COLLECTIONS MANAGEMENT – MEASURES FOR SUCCESS

INTRINSIC:

Connection to place and strong cultural identity.

INSTRUMENTAL:

Increased preservation and protection of the region's shared and significant cultural heritage and historical and contemporary collections.

INSTITUTIONAL:

Effective frontline services that focus on community engagement and communication with the cultural sector.

Citizens Gateway to the Great Barrier Reef
Brian Robinson, Cairns Esplanade