

NARACOORTE LUCINDALE COUNCIL

PUBLIC ART

STRATEGY

2022 - 2026



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Acknowledgement of Country

Naracoorte Lucindale Council acknowledge and respect the traditional owners of the ancestral lands. Naracoorte was a meeting place of the people of the South East, just as we are today: Boandik to the South, Meintangk to the West, Potaruwitij to the North and Marditjali to the East.

We acknowledge Elder's past, present and emerging and we respect the deep feelings of attachment and relationship of Aboriginal peoples to country.



*The Shadow Sphere, Matt Hill
Smith Street, Naracoorte*

Vision

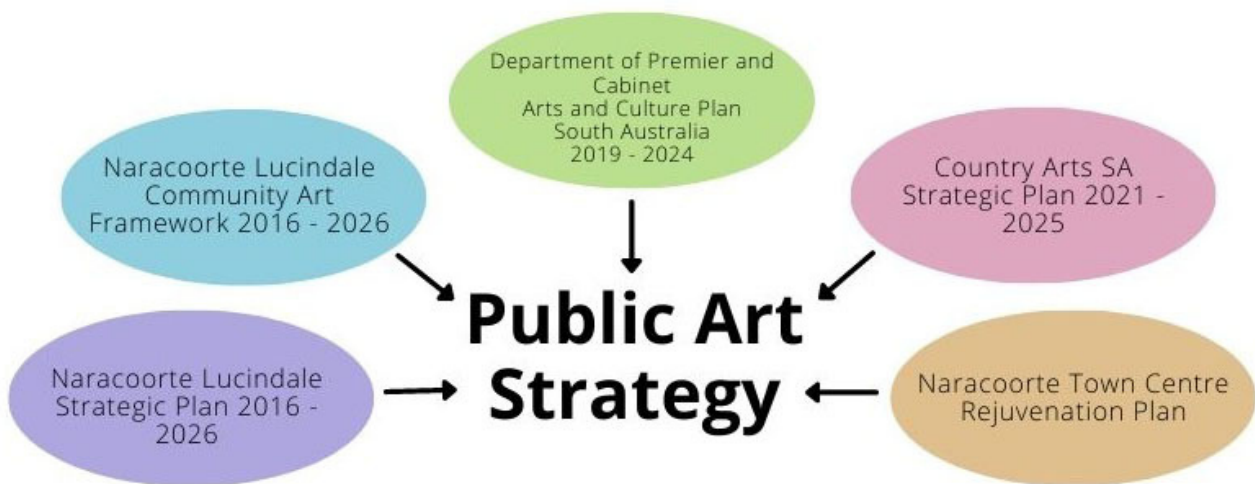
To create a range of permanent and temporary public art works that contribute to a vibrant and enriched community.

Aims

- 1. To improve the practice of commissioning, developing and managing public art in the Naracoorte Lucindale Council area**
- 2. To facilitate and support the development of new public artworks across a range of diverse spaces throughout the Naracoorte Lucindale Council area**
- 3. To build and promote a collection of public art works that is sustainable, relevant and engaging that reflects the local culture, identity and history of the region**
- 4. To establish Naracoorte Lucindale Council as a centre for public art that attracts visitors to the region**

Strategic Alignment

The following Strategies and Plans have been considered in the writing of the Naracoorte Lucindale Public Art Strategy 2022 - 2026



Strategic Plan

Priorities

Naracoorte Lucindale Strategic Plan 2016 - 2026

- Prosperous community: Facilitating and supporting sustainable growth to achieve economic prosperity
- Harmony and Culture: A safe, healthy and diverse community celebrating our similarities and differences
- Liveable neighbourhoods: A range of well-planned neighbourhoods and public space, designed with a strong sense of identity and place
- Progressive leadership: A well-led and managed district supported by a professional approach to managing infrastructure, and the delivery of projects and services to the community

Naracoorte Town Centre Rejuvenation Plan

- 4.2 Implement a town centre and laneway activation program using public art, murals and installations on blank walls laneways and arcades.
- 4.4 Undertake annual installation of experiential art along the preferred route for walkers and/or riders between the town centre and the Naracoorte Caves

Strategic Plan

Priorities

Naracoorte Lucindale Community Art Framework 2016 - 2026

- Cultural Tourism: Build a stronger cultural tourism industry through the creation of cultural experiences that celebrate local stories and acknowledge the natural and built heritage of the region – for both locals and visitors.
- Placemaking: Increase community pride and ownership through activities that enhance the townships within the Council district and increase interaction in public spaces.
- Community Wellbeing: Improve health and wellbeing and increase happiness and resilience through creative expression, interaction and learning opportunities.

Country Arts SA Strategic Plan 2021 - 2025

- Goal 1: Support and empower artists, arts workers and organisations in regional South Australia to develop their practice, produce extraordinary arts experiences, and share their unique stories.
- Goal 2: Listen and respond to the diverse communities of regional South Australia and create opportunities for engagement in the arts at every level.

Department of Premier and Cabinet Arts and Culture Plan South Australia 2029 - 2024

- Goal 1: To promote the role of arts and culture in enriching the lives of all South Australians
- Goal 2: To empower South Australia's makers and creators
- Goal 4: To amplify South Australia's signature strengths that define the character of the arts in the state

What is Public Art?

Public art is any form of artwork, made in any medium, that is intended to be viewed outside of a gallery context and in a public space.

A public space is one that is open and accessible to everyone. It can be outdoors – such as parks, squares, streetscapes or walking trails; or it can be indoors – such as foyers, community facilities, or shopping centres.

Generally, the works reflect something about the people and place where they are situated, enhancing the landscape and telling its story. Public artworks are markers in the landscape that can acknowledge historic significance and enhance the environment in unique ways, connecting people to a place and its history.

Why is Public Art Important?

Public art is an important and necessary ingredient in the makeup of any contemporary town. It can provoke, inspire and transform and plays an important role in placemaking, enhancing the quality of the public realm including parks, streets and open spaces. It provides a platform for local storytelling, navigation and community engagement, creating a connection between people and place and increasing community pride and ownership.

Public art encourages a creative and artistic community by providing opportunities for artists and residents to participate in the field of public art and access art more broadly. It stimulates the local economy and helps build a stronger cultural tourism industry through works that celebrate the local culture and acknowledges the natural and built heritage of the region.

Public Art in Naracoorte Lucindale Council

The Naracoorte Lucindale Council has 25 permanent public artworks throughout the district. These are predominantly murals and sculptures that can be found in Naracoorte, Lucindale and Frances.

Since 2016, Council has offered a competitive grant round known as the Community Art Fund to encourage the community to be creative and artistic. The Community Art Fund provides funding to artists, businesses, community groups and non-profit community-based organisations to manage their own projects which support the achievement of the Community Art Framework and Strategic Plan 2016 – 2026. Over the last six years, the Community Art Fund has supported 10 public art projects both permanent and temporary across the Council area.

In 2022 the Wonambi Gallery was established in the foyer of the Naracoorte Town Hall as part of the Naracoorte Library and Town Hall redevelopment. This space offers opportunities for a changing program of temporary artworks and exhibitions in an indoor setting that is easily accessible to the public.

Types of Public Art

Permanent: these are designed to stay in one position for long periods of time and are made from highly durable materials such as bronze, marble or steel.

Temporary: these have a predetermined lifetime that range from a few hours to a few years and can be made from many diverse materials including paper, natural materials, sound, video or performance.

Integrated: these works have been incorporated into another structure such as a building, streetscape or landscape design and can include street paving or inlays, sculptural furniture, and artist designed glazing for windows.

Stand Alone: these works are three-dimensional and stand independently of other structures. These are generally three-dimensional sculptures.

Applied: these works are applied directly to the surface of another structure, whether indoors or outdoors. These are generally two-dimensional and can include murals or chalk drawings on walls or paths, posters and stickers.

Performance: these include dance, theatre, music or other live actions in public space and are always temporary.

Digital: these are works such as video or animation that are created on a computer and played in a public space, whether on an outdoor screen or projected directly onto the surface of a building.

Sound: these can be a part of a public artwork, or they can be exclusively sound based such as a broadcast, soundscape or musical performance.



*Red Tail Black Cockatoo
Frances Town Square*

Aims and Actions

1. To improve the practice of commissioning, developing and managing public art in the Naracoorte Lucindale Council area

- Develop a Public Art Policy to ensure appropriate governance, procurement and maintenance of Naracoorte Lucindale Council's public art collection
- Develop a Public Art Development Guidelines and Artists Brief to outline best practice advice on developing new public art work in the Naracoorte Lucindale Council area
- Uphold the appropriate remuneration of artists at all stages of the public art commission process, as advised by the National Association of the Visual Arts
- Ensure complementary elements of public art projects are included to ensure access, engagement and ease of care including landscaping, lighting, signage and suitable pathways



Mosaic Mural
Naracoorte Swimming Lake

2. To facilitate and support the development of new public artworks across a range of diverse spaces throughout the Naracoorte Lucindale Council area

- Allocate funds on an annual basis for public art development and seek external matched funding when appropriate
- Include permanent public art in the development and implementation of major projects with a priority to integrate public art within the functional components of the development, such as street furniture, lighting, paving inlays and rubbish bin surrounds
- Develop and deliver a temporary public art program for local artists including installations and pop up events to activate underutilised spaces
- Encourage and support local and external parties to develop public art projects and provide advice on planning, regulations, funding and best practice art development



*Marine Fossil Carving, Wayan Dudug
Memorial Parklands*

3. To build and promote a collection of public art works that is sustainable, relevant and engaging that reflects the local culture, identity and history of the region

- Ensure that community consultation is an integral part of Council initiated public art projects, including in the selection, design, and implementation stages, as appropriate
- Collaborate with other Council programs to add depth to public art projects and create opportunities for community participation
- Integrate technology into public art projects to allow a deeper engagement with the work and the region. This could include augmented reality and QR codes linking to artist, tourism or Council websites
- Encourage the incorporation of identified themes within the creation of all public art, by both local and external parties



Megafauna Mural, Diana Wiseman
Naracoorte Regional Art Gallery

4. To establish Naracoorte Lucindale Council as a centre for public art that attracts visitors to the region

- Develop a significant public art work that offers a unique local perspective and encourages people to explore the Naracoorte Lucindale Council area
- Develop a walking trail centered around new and existing public art in the Naracoorte Lucindale Council area and link to tourism websites and social media platforms
- Develop an online database of Naracoorte Lucindale Council's public art collection
- Engage professional artists to create public art within the Naracoorte Lucindale Council district

Key Themes

The success of public art relies on its capacity to relate to the identity and culture of the people involved. The following themes were identified as part of the Community Arts Framework 2016 - 2026 to help guide the development of a cohesive collection of public art for the Naracoorte Lucindale Council. It is important to remember that these themes are not definitive but represent a starting point that can help enthuse and engage people who will then be more comfortable to participate, experiment and support.

1. Township Identity and Vibrant Streetscapes

The townships in the Naracoorte Lucindale Council are rural South Australian communities with wide streets, heritage buildings, country pubs, football grounds and plenty of green spaces and pedestrian corridors. Native trees and shrubs dot the urban landscape along with European plant varieties that reflect the region's colonial past. Naracoorte boasts a thriving and spacious retail centre and all of the communities convey a sense of community pride with neatly trimmed lawns and clean streets. Public and recreation spaces are dotted around the region reflecting the social and sporting interests of the local residents. From the enormous wheat silos in Frances and the pristine football ground in Kybybolite to the well-kept heritage buildings in Naracoorte and perfectly groomed streetscapes in Lucindale, visitors to the region get a sense of the local people and what they value.

Originally established as social and commercial hubs for the agricultural industry surrounding them, Naracoorte and Lucindale have evolved to be townships in their own right – providing for the commercial and social needs of residents as well as ensuring access to education, retail, employment opportunities and health facilities. The smaller villages remain as draw cards for the surrounding rural residents providing minimal retail but with sports grounds, pubs and agricultural services.

2. Natural Landscape

Residents living in Naracoorte Lucindale Council have a great love of the natural landscape. The abundant pastures of green are punctuated with native bush land and limestone deposits that influence the hydrology and topography of the district, including the formation of world heritage listed Naracoorte caves, the wetlands and the unique agricultural profile. Naracoorte Lucindale Council is positioned in the heart of the Limestone Coast, which is known for its unique and breathtaking coastline and inland wetlands that are rich with native flora and fauna.

The landscape is an intrinsic part of the Naracoorte Lucindale Council story, and it plays a significant role in economic and cultural development. The Naracoorte Caves, located 10kms south of Naracoorte, are the only World Heritage listed site in South Australia and the home of one of the richest deposits of fossils in the world. The local waterways and wetlands including Bool Lagoon, Cockatoo Lake and Mullinger Swamp nurture rich eco-systems and provide important places for recreation and tourism, both of which are highly valued by local residents and businesses.

3. Local History

Evidence of the region's past is reflected throughout the townships in Naracoorte Lucindale Council, with buildings dating back to the region's foundations in the 1850s. The desire to celebrate local history is strong amongst residents with the Sheep's Back Museum, the Naracoorte Historic Vehicle Club, the Lucindale Museum and the Naracoorte National Trust, all depending on the support and commitment of local volunteers.

The region boasts a long list of buildings that are noted for their historic significance; from the homesteads and woolsheds scattered throughout the district to the heritage buildings that line the streets of Naracoorte and Lucindale. These structures provide a tangible connection to the past and region's prosperous agricultural history and become keeping places for the stories of the past and present.

4. Agriculture

Naracoorte Lucindale Council have a strong relationship with the land. The region supports a thriving rural economy that dates back to the district's foundations when early farmers developed large pastoral tracts for sheep, cattle and cereal crops. Its Agricultural history represents the capacity for the local people to be innovative and resilient. The early pioneers adapted to many challenges including the harsh Australian climate and farmers have faced substantial market fluctuations, changes in government policy and more recently to the environmental impact of climate change.

The region is characterised by its Mediterranean climate and it enjoys reliable rainfall with accessible underground water that support diverse agricultural industries to this day. Two large enterprises, Teys Australia a beef processing facility and Mini Jumbuk, a wool-manufacturing centre are located within the district as is the Wrattonbully and part of the Padthaway wine regions.

5. Diversity

Traditionally an Anglo-Saxon region, Naracoorte has undergone significant change in recent times. Since 2007 the town has seen a growth in population and an increase in cultural diversity as a direct result of humanitarian settlement programs on the Limestone Coast. 19.6% of the population living in the Naracoorte Lucindale Council area were born overseas, and 9% of households speak a language other than English at home. Cultural backgrounds include Afghan, Chinese, Filipino, Samoan, Fijian, Laotian, Malaysian, Pakistani, Sri Lankan and I-Kiribati.

The Naracoorte community supports many migrant owned businesses including the popular Pearl Continental Australia Indian restaurant and The Daily Market shop. A branch of the Australian Migrant Resource Centre supports recent arrivals and the continued operations of the Limestone Coast Multicultural Network. Multiple events and programs under the Naracoorte Lucindale Wellbeing program celebrate the diversity of the community and what multiculturalism has to offer.



*Welcome Mural, Jake Holmes
Ormerod Street, Naracoorte*

Key Sites and Recommendations

The following recommendations provide an overview of possible sites and project opportunities for public art identified through the writing of this plan. Further planning, development, targeted engagement and funding is needed to progress these projects further.

1. Large Scale Murals

Large scale murals are popping up in regional towns across Australia and are an opportunity to tell local stories and boost tourism with an artwork that has a 'wow' factor. The water tower in the Naracoorte rail lands precinct and the silos at Frances provide the perfect sites for large scale murals within the Naracoorte Lucindale Council area. Because of the unique skills required to work at such a size, these present opportunities to engage significant Australian artists and to link in with the already existing Silo Art Trails in both South Australia and Victoria to capitalise on the cultural tourism market.

2. Town Squares

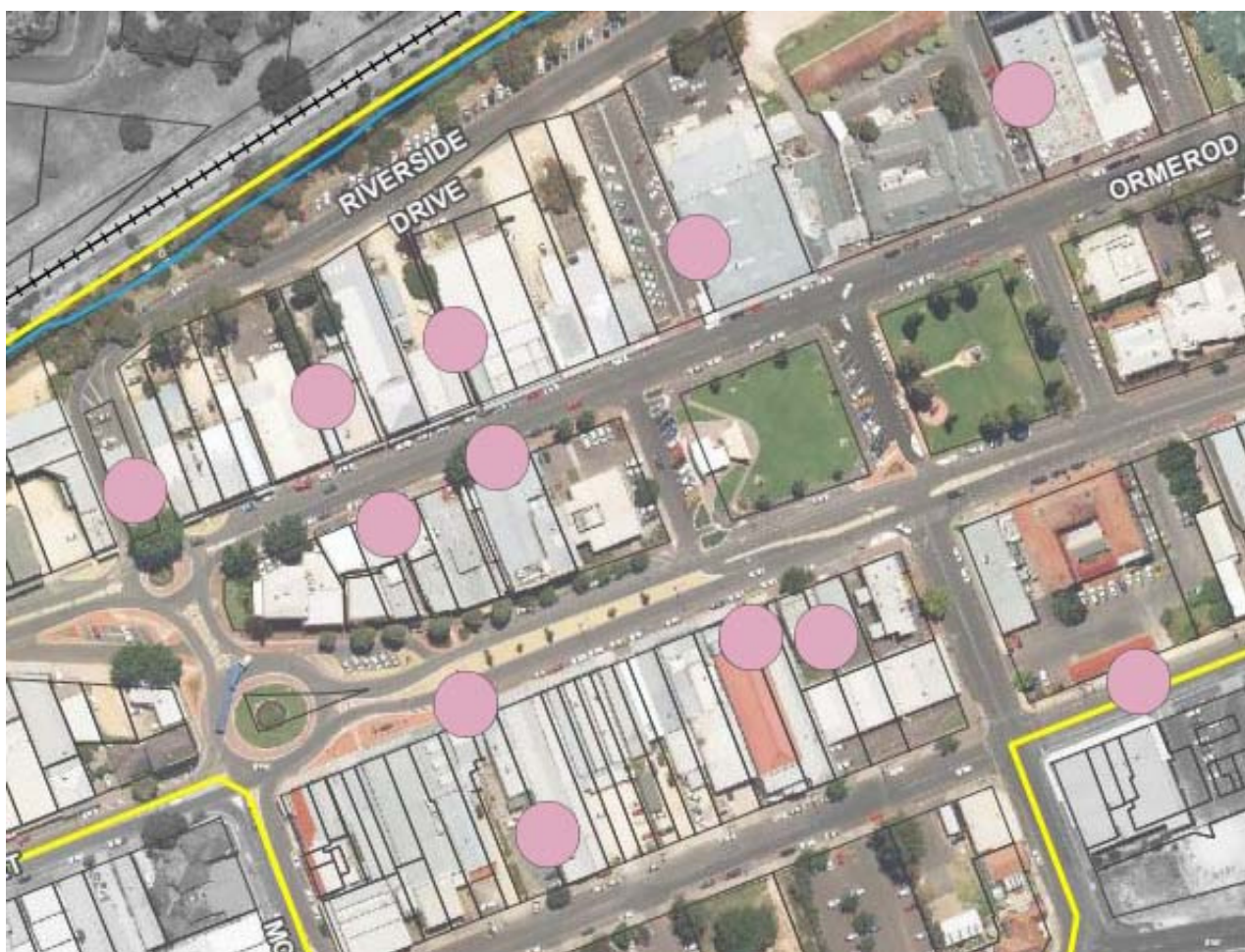
Town Squares play an important role in helping locals and visitors navigate a town and contribute to its identity. They offer a place for people to gather and hold events and as such are a perfect site for the incorporation and placement of public art. The Naracoorte Town Square, Frances Town Square and Centenary Park at Lucindale have the potential to be locations for standalone sculptural works or smaller, more functional pieces including artist designed furniture, lighting, inlays into pavement or rubbish bin surrounds. They also provide a location for easily accessible temporary works including performance, pop up installations, sound works and offer opportunities for community input in their design and implementation.

3. Murals

Murals are one of the most well-known and accessible forms of public art and play an important role in revitalising public spaces because of their ease of creation and typical use of bright colours. Naracoorte Lucindale Council district has many blank walls in the Naracoorte and Lucindale town centres that are the perfect sites for the creation of new murals, including the back of the library building on Ormerod Street, the Kincaig Hotel carpark on Robertson Street and a number of buildings overlooking Centenary Park in Lucindale. These also present opportunities to engage significant Australian mural artists and opportunities for community engagement in their design and implementation.

4. Laneways

A redeveloped laneway is an icon of 'cool' contemporary culture and revitalisation projects have transformed laneways into their own attractions in many cities and towns around the world. The Naracoorte town centre has several North-South running corridors that provide opportunities for such transformations through painted murals, 'street art' style paste ups, creative paving projects, sound works, or suspended installations that could play with light, shadows and colour on the path below.



Locations of blank walls and laneways in Naracoorte CBD

5. Technology

Digital media is widely used in creative placemaking and urban regeneration strategies around the world. This can include projections, digital storytelling and more recently Augmented Reality (AR). Creating technology based public art requires the engagement of artists or external organisations who have the necessary skills and knowledge and provides an opportunity for significant community input in the creation of the works.

The exterior of the Naracoorte Town Hall and many of the Council districts green spaces, provides opportunities for Projection Mapping, a technique used to turn irregularly shaped objects such as buildings or landscapes into surfaces for video projection.

Naracoorte's many walking trails present opportunities for digital storytelling, a technique that incorporates the use of an interactive app and GPS technology to audibly tell the cultural and historical stories of the town.

AR, an interactive experience within a real-world environment, is increasingly being used to bring murals to life through apps freely available to download onto smartphones. There are opportunities to employ animation artists to incorporate AR into new murals created around the Council district.

6. Temporary Projects

Temporary public art can be used to enhance the vibrancy and diversity of experiences within the Naracoorte Lucindale Council district. They can act as a 'testing ground' for more permanent ideas, activate under utilised spaces, and provide opportunities for emerging artists or involvement from community members who may not have the confidence or ability to work in a larger or more permanent format.

Temporary projects could take the form of a specific public site, such as a wall or the installation of a display box that can be used as a gallery, that is curated and changed regularly; a call out around a specific theme that artists propose projects and locations for; or an ephemeral art festival in conjunction with the World Heritage Listed Naracoorte Caves National Park.

Acquiring Public Art

The Naracoorte Lucindale Council recognises the following methods for acquiring public artwork:

- Direct acquisition of an existing artwork from an artist
- Engagement of an artist to create a new work responding to a brief. This approach may be appropriate where the specific skills of an artist is required
- Limited competition, where Council selects and invites artists to submit proposals in response to a brief. This may be appropriate if the artist is required to work in collaborations with a consultant, such as an architect or designer
- Open competition, where Council makes a public call of Expressions of Interest to provide a response to a brief, from which a selection is made, either through an internal assessment panel or community consultation

Funding

Great public art that is relevant to the community requires significant financial investment. While funding should be allocated each year in the Naracoorte Lucindale Council budget for projects, external funding may also be sought when appropriate. The following is a list of arts specific organisations that offer regular grant programs that would support the development of new public art projects.

The Australia Council for the Arts

The Australia Council is the Federal Governments Independent Arts Agency.

Arts South Australia

Arts South Australia is the State Government Arts Agency.

Country Arts South Australia

Country Arts SA will provide up to \$30,000 for arts projects with two funding rounds per year in March and August.

Creative Partnerships Australia

Creative Partnerships Australia has been established by the Federal Government to help foster public and private relationships in the arts. They can help with advice and support to develop philanthropic support.

Australia Cultural Fund

The Australian Cultural Fund is a crowd-sourcing platform specifically for arts and cultural projects and offers Deductible Gift Recipient Status for donors.



Naracoorte Lucindale Council
Better by Nature

Naracoorte Lucindale Council

DeGaris Place, Naracoorte

PO Box 555
Naracoorte SA 5271

08 8762 3139

council@nlc.sa.gov.au

www.naracoortelucindale.sa.gov.au

 [naracoortelucindalecouncil](https://www.facebook.com/naracoortelucindalecouncil)

Cover Image:

Geoffrey Carran, Black Cockatoo mural in progress, 2018

Bank Place, Naracoorte

Funded through Community Art Fund Round 2