

Cover montage depicts:

Guy Maestri, *Darwin*, painted bronze, 2017.

Antone Bruinsma, *Beach Blossom*, granite, 2016.

Naidee Changmoh, *The Ascetic*, bronze, 2015.

Barney Collins and Brendan Farr, *the Hub*, Corten steel, powder coated steel and polycarbonate plastic, 2017.

Kelly-Ann Lees, *Norfolk*, welded steel, 2019.

Richard Tipping, *Hear The Art*, sculpture, 1996.

Susan Milne and Greg Stonehouse, *Chimera*, electro-polished stainless steel with integrated lighting, mild steel with protective coatings, 2019.

Alex Seton, *The Soloist*, bronze, 2012.

Guan Wei, *Sky Pig*, bronze 2/3, 2017.

Alex Seton, *The Soloist*, bronze, 2012.



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EXECUTIVE SUMMARY

Urban and public art is for everyone. It is the most accessible form of art. When executed well it can contribute significantly to a city's identity, and can enrich the quality of life of its residents, helping them to grow, learn, mature, question and develop a well-justified sense of community pride.

Meaningful city design and planning includes urban and public art as an essential component, recognising that art makes a city more attractive as a place in which to live and work, or as a destination to visit.

A creative and innovative vision requires leadership and bravery. This with a clear strategy will effectively deliver value and benefit to the community. A strong vision is necessary to authentically foster art and culture, allowing Lake Macquarie City to create its own unique identity.

This Strategy aims to create a new framework of contributing to the culture and identity of the community, building on current experiences and opportunities at cultural, community and recreational spaces around our City.

This Strategy and Action Plan is ambitious and deliberate, and aims high to support the vision for the City to become an industry leader, innovator and advocate for urban and public art. Council aims to **commit \$1.1 million** over the next 10 years with the ambition to **return an investment of \$6 million** in public art value by 2029.

The Actions are direct and have been developed to ensure Council:

- Builds on recent achievements and grows the diversity and quality of urban and public art commissions in the City
- Actively and passionately incorporates creative treatments in the public realm that celebrate, memorialise, entertain and educate
- Raises the profile and positioning of Lake Macquarie as a City of creative excellence and activity
- Urban and public art has a significant contribution to play in regards to improving and enhancing the liveability of our City.

The Urban and Public Art Policy and Draft Cultural Collections Policy and Procedure drive this strategy. It is developed under the guiding principles of Lake Macquarie's Arts, Culture and Heritage Plan, in alignment with the Destination Management Plan 2018-2022 and Event and Festival Strategy and Action Plan 2019-2024.

Arts and culture are valuable to the liveability of a city and this strategy is an indicator of how Council will become national leader in urban and public art and culture.





Ken O'Regan, *Everlasting/colourfield*, wire and plastic bottle tops, 2008-2017
For Living Smart Festival 2017.

STRATEGY STRUCTURE AND ACKNOWLEDGEMENTS

The Strategy is informed by the City's Vision and Community Values, the Community Strategic Plan, the Arts, Heritage and Cultural Plan 2017-2027, and the Urban and Public Art policy. This 10 year strategic framework provides focus for urban and public art development and delivery in the City, ensuring decisions and future directions are informed and endorsed.

The Plan identifies:

The purpose and value of urban and public art in the community

Governance models and funding opportunities to support delivery

Emerging trends, challenges and innovations

Priorities, representation and engagement

This strategy is structured to align with Council's:

- Urban and Public Art Policy 2017
- Arts, Heritage and Cultural Plan 2017-2027
- Innovation Support Roadmap
- Imagine Lake Mac
- Destination Management Plan 2018-2022
- Events and Festivals Strategy and Action Plan 2019-2024
- Night-Time Economy Action Plan 2019-2024
- Youth Strategy 2014-2019
- Children and Family Strategy 2015-2020
- Ageing Population Strategy 2018-2022
- Disability Inclusion Plan 2017-2021
- Arts, Heritage and Cultural mapping project 2017
- Arts Heritage and Cultural Plan – Community Engagement, Feedback and Consultation 2017
- Lake Macquarie City Art Gallery Sculpture collection
- Heritage Strategy for the City of Lake Macquarie 2017
- Bayikulinan: Aboriginal Community Plan 2019-2023

ROLE AND PURPOSE OF URBAN AND PUBLIC ART

What is public art?

Public art definitions are found within the Urban and Public Art Policy. The Arts Law Centre of Australia defines public art as “permanent or temporary artistic works situated in public spaces and accessible by members of the public, excluding artworks held in the collections of galleries and museums.”

In the past, public art has been predominantly represented through commemorative monuments and sculptures. However, public arts ability to be versatile is reflected in contemporary art practice, as it can represent or reflect a plethora of ideas and/or concepts. These include but are not limited to expressing community values, a sense of place and identity, sensory stimulation, questioning preconceptions and exploring emotional and cognitive psychology. Public art can contribute to the aesthetics of a city, transforming the natural or urban landscape. Public and urban art projects can be grassroots community arts movements to high-art contemporary curated installations.

What is urban art?

Urban art definitions are found within the Urban and Public Art Policy. This document uses urban art as an umbrella term which relates to four key attributes:

1. Urban art is the creative treatment added to functional man-made infrastructure. It directly relates to city planning, city design, architecture, equipment design, amenities and facility design.
2. Urban art includes artworks created by untrained artists and/or artists that fall within categories such as outsider art, street art and graffiti art.
3. Urban art includes memorials, monuments or an object that have cultural civic value or recognition. Memorials and monuments are determined as Urban Art within this strategy. A memorial is defined as an object established in memory of a person or an event. A monument is similar in meaning and can be described as a statue or structure, which is built for commemorative purposes.
4. Cultural, historical and artistic interpretation will also be classified as urban art, such as heritage trails.

Who is urban and public art meant for?

Public art is the most accessible form of art within a community. However, in such a diverse society, and with art being extremely subjective, public art will not appeal to all individuals, nor should it, as it would negate the core fundamental concepts of art itself. Knowing this, Council will follow best practice and recognise that acknowledgement is better than being ignored; whether positive or negative.

Public art will represent multiple cultures, reflecting people and place.

Current direction in public art

Through extensive consultation, the Arts, Heritage and Cultural Plan Community Engagement, Feedback and Consultation document presents that the community desires more urban and public art. This includes a wide scope of works but with a limited focus on traditional art forms, such as bronze busts.

The Urban and Public Art Policy provides a framework for implementation and details scope, definitions, objectives and principles and is the foundation to the direction of this strategy.

To be able to plan effectively for public art commissions and align with Council’s capital works program as well as meet the desired need from the community, a clear and structured strategy is required. This strategy will ensure the community’s needs are resourced and attained.

Lake Macquarie is **leading the charge** in regards to urban and public art initiatives within the Hunter region. Council aims to commit \$1.1 million over the next 10 years for public art and resourced positions within the organisation to develop and implement this strategy. In a recent report examining the Hunter’s creative industries, Lake Macquarie was the second-largest contributor of visual art projects in the Hunter region. The Hunter Creative Industries Report, titled *The Creativity and Cultural Production of the Hunter*, researched and published by The University of Newcastle, April 2019 states:

- The creative industry within the Hunter contributes \$967 million to the gross regional product per annum.
- The visual arts sector within the Hunter contributes \$87 million, with the three major local government areas being:
 - › Newcastle contributing \$27 million
 - › Lake Macquarie contributing \$26 million
 - › Maitland contributing \$9.6 million

- Lake Macquarie is the second-biggest contributor to the creative industries within the Hunter.
- The Hunter creative industry from 2011 to 2016 on average grew by 2.6 per cent annually.
- The Hunter visual arts sectors from 2011 to 2016 on average grew by 5.8 per cent annually.
- The Hunter performing arts sector from 2011 to 2016 on average grew by 9.9 per cent annually.

TRENDS AND OPPORTUNITIES

Council will actively collect visual arts qualitative and quantitative data in relation to engagement and for future planning. This will be reflected within the publishing of a Cultural Mapping Project occurring every five years, released one year after Australian Bureau of Statistics (ABS) census results are available. The data utilised will be a mix of ABS data and information collected by Council.

Council will attain expert advice in relation to the acquisition of artworks and employ professionals to analyse regional, national and international trends. These professionals will assess the cultural significance of artworks to be acquired in relation to art theory and history, asset value appreciation, community engagement and cultural outcomes.

The professionals will continually evaluate where Lake Macquarie sits within the visual arts landscape and what is required to contribute, develop and attain quality cultural outcomes. Council will actively seek loans from local, state, national and international institutions, foundations, private lenders, and acquisitions from donations, partnerships, philanthropy, capital works projects and grants.

Regional trends

Within the Hunter region, urban and public art has generally had an ad hoc approach, as no other Council has a dedicated Public Art Officer or Public Art strategy.

Across the Hunter Region, Newcastle Art Gallery, Maitland Regional Art Gallery and Lake Macquarie City Art Gallery staff have been involved in the curation and management of public art.

At this point in time, no other council within the Hunter Region has an urban and public art strategy or a dedicated staff member.

Maitland City Council has a public art policy that was endorsed in November 2010. Since 2009, a sculpture garden in the grounds has been developed, which includes works by Gillie and Marc Schattner, Michael Garth and Paul Selwood. There are public art works in the Maitland town centre, with recent expressions of interest calling for works responsive to local history content.

Newcastle Art Gallery has had a public art and place making policy since 2002. The art gallery has a sculpture garden with a range of works by artists such as Clement Meadmore, George Baldessin and Margel Hinder. The gallery also has a significant Brett Whitley at the Laman Street entrance.

There are multiple street art murals and commissioned works outside the gallery grounds and throughout the City. Outside council funded artworks, works have been commissioned and managed by state bodies such as Transport NSW and Create NSW, local groups such as the Newcastle Port Community Contribution Fund and private businesses.

The Lake Macquarie City Art Gallery sculpture park collection will be encompassed within this strategy.

The Sculpture Park, located at Lake Macquarie City Art Gallery, was launched in 1996 and now includes 16 works, including those by Janet Laurance, Jamie North and other significant and local artists. The works reflect the traditional and contemporary uses of the site and encourage strong community ownership. They include the pathway mosaics, Cultural diversity (1996–2000), Awabakal Dreaming (2001) and The Meeting Place (2003), which were produced in partnership with the Aboriginal Reference Group.

In 2018, Lake Macquarie launched the CREATIVE Lake curated collection of sculptures and murals by nationally and internationally acclaimed artists that adorn the Lake foreshore from Belmont to Toronto. Multiple other large commission works have occurred since 2016. Currently the urban and public art collection consists of more than 30 works.

Council will develop and facilitate close relationships with grassroots and established arts organisations to understand and facilitate trends. A representation table will be created to determine under-represented demographics, themes and trends and guide the Cultural Collections Committee's decision-making. The Cultural Mapping Project will utilise data to understand these trends and directions of Hunter creative industries, with a focus on the visual arts.



Elliott 'Numbskull' Routledge, *The little big thing* (detail), exterior acrylic paint, 2017.

National trends

Australia is slowly understanding the benefits of public art. However, most public art is administered via Local and State government initiatives, where artworks can be easily politicised or have watered down cultural outcomes, as 'safe' choices are made. Regional cities are now developing strategies and policies to develop tourism and visual arts culture. Government funding is limited and has been reduced, and the visual arts sector needs to utilise other sources of funding.

Council will be an industry leader in relation to urban and public art and will actively create relationships with national groups, professionals, government and non-government institutions and organisations. These agencies include The Kaldor Public Art Projects, the Australian Arts Council, Arts Hub, NAVA, RMIT, the University of Newcastle, MONA, McClland Sculpture Gallery, National Gallery of Victoria and National Gallery of Australia. Council will develop a professional public art networking group to understand and information share.

International trends

Public art is a major tourist driver and form of cultural expression within a large amount of cities around the world. It forms the identity of a city and helps shapes its liveability. Cities like Chicago are utilising public art as a major tourist driver and are investing large amounts of funding. As a result, economic growth is occurring directly in correlation for artists, community groups and commercial businesses.

Contemporary concepts and new mediums such as emerging technologies are developing as key players within the public art sphere and continue to be integrated into the development of cities around the world.

Council will engage international artists and international organisations to develop relationships and standing within the international arts community. This will include actively creating partnerships, seeking acquisitions, and loans.

Council will actively build relationships with internationally significant institutions such as the School of the Art Institution Chicago, Museum of Modern Art (New York), City of Chicago and the City of London.

LAKE MACQUARIE CITY COUNCIL

To understand the value and representation of the current Urban and Public Art Collection an audit of the collection and cultural interpretation within the Lake Macquarie area will be completed within 12 months of the endorsement of this strategy.

Lake Macquarie is
in the top
2
contributors to the
creative industries
within the
HUNTER

Council has received
more than
\$600k
in external funding since
2016

There are currently more than
30
contemporary public artworks
23
art and heritage
interpretation signs
37
monuments
100
military/heraldry objects

**BOORAGUL
SCULPTURE
PARK**
established in 1996 and
has had over
20 YEARS
of development

The Lake Macquarie
**URBAN AND
PUBLIC ART**
collection has grown by almost
\$500k
(\$481,573) since 2016

9
heritage signs have been
installed since
2017
to create a trail

Lake Macquarie City Council
aims to commit
\$1.1 million
over the next
10 years
with the ambition to
return an investment of
\$6 million
in public art value by 2029

Lake Macquarie City Council
has a dedicated
**URBAN AND
PUBLIC ART
OFFICER**

Artist **Keo Match** with one of his worksite van artworks.





Ping pong table designed by **Poppy Lane** (year 3 student), 2018.

SWOT ANALYSIS

Many of the overarching themes and key challenges identified by the SWOT analysis have been captured in the Arts, Heritage and Cultural Plan. The work streams and organisational focus required to action and deliver these goals, strategies and actions are reflected in the new workforce structure for Arts, Culture and Tourism.

Strengths

- The Lake and beach/coastline as a stage and backdrop
- The geography of Lake Macquarie is unique and varied
- Dedicated council staff employed
- 10-year funding commitment (\$1.1 million over 10 years)
- Community support for continued growth in the sector
- Creative industries sector strong in Lake Macquarie
- Continued funding opportunities (grant, philanthropy, Council) and support for public art
- Pre-existing cultural and heritage trails
- Alignment of public art opportunities to new capital works and infrastructure e.g. Caves Beach
- Great mix of urban and recreation spaces for public art
- Professional lead Officers driving policy and service delivery
- Cultural mapping has occurred (2017)
- Lake Macquarie City Art gallery sculpture park collection (20-year development)
- Multiple centres and focal points for public art, along with a number of smaller neighbourhoods

Weaknesses

- An audit of the current Urban and Public Art Collection is required and needs to be added to the Council Asset Management Program and Registry
- Collection is not in cultural collection management software
- Currently no collection policy for urban and public art
- Low profile as commissioner of major works
- No strategic direction for precincts throughout the City
- Not aligning creative opportunities with new capital builds – particularly in non-traditional spaces like recreation and sporting locations in the City
- No public art in centres
- No philanthropy program
- Lack of diversity in opportunities and current public art provisions – e.g. lack of digital based offerings
- Lack of framework for building urban and public art in the area
- Lack of framework for partnership and collaboration with community groups in delivering urban and public art
- Funding for ongoing maintenance
- Access to State and Federal funding is not consistent
- The community's awareness and Lake Macquarie's cultural image in relation to Urban and Public Art does not align with its cultural output, with little public education.

Opportunities

- Philanthropy
- Collection development e.g. acquisitions, donations
- Build national network of professional art administrators and artists
- Placemaking opportunities
- Value adding to existing events
- Value adding to capital works builds
- Increased professional development opportunities for artists
- Add to tourism offer through development of trails and creative events
- Add to night time economy opportunities
- Provide outlet for creative/artistic smart city solutions
- Build national and international profile of the City
- Develop partnerships
- The Hunter lacks art prizes for public art
- Opportunity to be an industry leader
- Contribute to urban, cultural and public art demand
- Opportunity for significant loans
- Build our City as a vibrant contributor to urban and public art
- Internal staff upskilling and empowerment

Threats

- Commissioning safe works
- Stagnation
- Unable to attract funding via grants, philanthropy
- Make safe decisions in regards to commissions – lack of bravery
- Lack of strategic direction
- Opportunities to partner and collaborate not pursued
- Lack of diversity and representation
- Safe decisions that ignore identified cultural outcomes and quality
- Art is subjective and should provoke conversation, not change the strategic direction

KEY CHALLENGES

Art is subjective - bravery

Art has always sparked debate and conversation. It creates emotions, fosters connections and questions values. Good art always evokes a response.

Our world is highly visual with advertising, media, wayfinding and distractions everywhere. Art needs to be brave and authentic to compete within this extremely cluttered visual landscape. To represent and communicate the City's identity, to be a leader and stand out, a bold strategic plan is required. This will be the first Urban and Public Art Strategy adopted in the Hunter.

Curation, creativity and direction

To ensure high quality outcomes, industry professionals are to be engaged and utilised in the development of artworks such as the Urban and Public Art Project Leader. Committees, working groups and project control groups will be created to safeguard quality, cultural integrity and ensure governance.

Quality public art is attained through works that are developed specifically in response to a site or acquisition for a specific location. Multitudes of factors are considered for the location of public art, including scale, material, form, context and concept.

Artistic merit is recognised as an important element to achieve sincere cultural outcomes and can occur through innovation, creativity, vision, originality and ability to communicate.

Production, presentation, research and professional development are other factors monitored and considered in assessing the quality outcome for a public artwork.

Diversity and representation

Urban and public artworks will represent a variety of cultures, demographics and themes with local, national and international significance.

Once the collection audit is completed, an analysis of themes, significance, opportunities and location will be developed from the findings. This will inform a representation benchmark table, identifying where there is over-representation and under-representation across these areas. This will assist with developing a methodology for evidence-based decision-making and to ensure diversity and breadth of representation.

Interpretation

Only sites of significant heritage value should be considered for interpretive treatment. Significant heritage sites are those with relevance to the Lake Macquarie region, with an emphasis on sites relating to key individuals, industries, periods of history, events and Aboriginal culture that have a significant impact on the community. The site must have historic, social, cultural, aesthetic and/or research significance to the local area. Significant sites must also have interpretative value, meaning the information is relevant and engaging for a broad audience and offers a unique insight that will draw interest. Advice will be sought from Council experts to identify sites of significance.

Council has a number of listed heritage sites under the LEP, and Council and State heritage guidelines need to be considered.

Interpretation will also be determined by a representation table. Other elements that will be considered include but are not limited to access, engagement level, funding, staff resourcing, quality of interpretation and consistency.

The Australian Historic Themes, a framework for use in heritage assessment and management by The Australian Heritage Commission, will be used as a reference, alongside the Lake Macquarie Thematic History Study 2010.

Monuments and memorials will also utilise a range of mediums, art forms and styles. Cultural treatments to memorials and monuments will be sought when appropriate to value add sincere cultural representation and outcomes.

Funding

Resourcing a robust and brave public art strategy takes investment and acknowledgement that urban and public art programs and commissions drive economic tourism, social interactivity and investment.

Council acknowledges that this is a challenge and seeks funding through various funding avenues including capital works projects, grants, provisional funds and the urban and public art provision.

Philanthropy

Council will actively develop relationships, partnerships and sponsorship with businesses, community members, entrepreneurs, other councils, not-for-profits and institutions to attain skills, knowledge, gifts, donations and artworks. Council will actively utilise the Cultural Gifts program and related Australian Tax Office benefits.

Private developer donation

Council will actively investigate best practice to utilise and collaborate with developers to increase the Public Art Collection. A procedure will be created through internal consultation to develop guidelines to clearly outline asset management, risk, cultural needs and outcomes and approval procedures.

Any public works deemed a private developer donation will not be considered as a material public benefit offset of contribution(s). The Cultural Gifts Program and related Australian Tax Office benefits will be utilised by Council in regards to donations.



Susan Milne and Greg Stonehouse, *Chimera*, electro-polished stainless steel with integrated lighting, mild steel with protective coatings, 2019.

NEW INITIATIVES

Creative Lake - 2018

Located along the Warners Bay foreshore, the Creative Lake commissions were acquired through a \$285,000 grant for the Art Activation Program from the 2017-2018 Tourism Demand Driver Infrastructure program, a Commonwealth-funded initiative administered by the State Government to support tourism projects that drive demand and increase local tourism expenditure.

Curated to develop our communities appetite for public art, and reimagining Warners Bay as a tourism destination, the eclectic range of artworks include a bronze sky pig, a young monk, a bronze hoodie figure, a bust of Charles Darwin, a granite hibiscus and funky graffiti murals.

The Artists (Guan Wei, Guy Maestri, Alex Seton, Naidee Changmoh and Antone Bruinsma) were selected not only because they represent what is exceptional about the diversity within contemporary art today, but also because the artists practice in media and theme that are new to the Hunter.

Traffic Signal Boxes - 2019

With more than 60 expressions of interest received, nine local artists added creative flair to selected areas in the City by painting artworks on RMS traffic signal boxes. These artistic designs reflect the culture of the area, promote visual art to the public, and showcase the skills of local talent.

This was a pilot project, gauging public reaction and artist feedback. To date there has been only positive public feedback and all artists reported numerous community members approaching them to talk about the project. It is planned that this project can continue to grow each year, gradually painting boxes across the entire City.

Chimera - 2019

Located on the shores of Speers Point Park, this striking 12m-tall public art sculpture celebrates the rejuvenation of Lake Macquarie.

The \$150,000 commission, known as Chimera, comprises a tower topped with a stainless steel wind vane in the form of a stylised vessel, adorned with three reflective sails and hundreds of steel 'scales'.

Award-winning artists Susan Milne and Greg Stonehouse, selected through an expression of interest process, said the sculpture was reminiscent of some of Lake Macquarie's most prominent features: boats, birds and fish.

Milne and Stonehouse are nationally renowned artists whose projects have won numerous awards. They have been practitioners for over 20 years predominantly working on public art projects.

This work is a major addition to the Creative Lake Cultural Trail and the urban and public art collection.



Guan Wei, *No.1 Sky Pig*, bronze.



Alexander Armstrong and Alexandra Green, Traffic signals box project, 2019.



Susan Milne and Greg Stonehouse, *Chimera*, electro-polished stainless steel with integrated lighting, mild steel with protective coatings, 2019.

CREATE Programs

Charlestown CREATE - 2020

Council attained \$136,400 in funding through the NSW government grant program, Stronger Country Communities Fund. Five High-tech artworks have been sought through an expression of interest process. These works will form a trail from Pearson Street Mall to Charlestown Skate Park. The expression of interest sought:

- technology-based sculpture - \$40,000 commission plus \$10,000 additional for installation
- projection mapping artwork - \$10,000 commission (Council will supply and install hardware)
- sound-based artwork - \$2,500 x 3 commission (Council will supply and install hardware)

The works will be completed by the end of 2020 and add significantly to the technical development and cultural outcomes for Lake Macquarie City.



David Cianci, *The Antenna*, corten steel and interactive lighting, 2018.

Windale CREATE - 2019

Council attained \$50,000 for the Windale CREATE project through the NSW Governments Social Housing Community Improvement Fund.

The project utilised planter boxes on the Lake Street strip, the local retail precinct of the area. Four local artists were commissioned through an expression of interest process. Artist John Cliff engaged the local school to run ceramic workshops for students. These works were added to the final work. Aboriginal artist Saretta Fielding painted the outside of the planter boxes to tell the story of the local creek. Joanna O'Toole and Warwick O'Toole created stainless steel laser cut elements to be installed within the planter boxes.

The project was successful in utilising local artists from a variety of backgrounds, engaging the local residents, businesses and school and created a sense of ownership around the area and artwork.



John Cliff, Saretta Field, Joanna O'Toole and Warwick O'Toole, Windale CREATE Project, 2019.

Ephemeral projects

Not all urban and public art commissions are permanent, some are ephemeral (temporary). These temporary installations have an important and enlivening role in activating spaces, reinventing cultural programs and events, and as a tool for experimentation.

Examples of this are art elements added to concert events such as Octapoda for Belmont Beers, Blues and BBQ festival which featured a large steampunk octopus with eight tentacle drums, each activating a colour light display when played. Octapoda was sourced from Sydney interactive lighting design studio Amigo & Amigo.

Another example is the Fireflies Workshop a part of the Float Your Boat 2019 event. Children of all ages created and decorated their own illuminated firefly costume in workshops, while performers in firefly costumes engaged and inspired visitors. The costumes and workshops were designed and implemented by Deep Sea Astronauts.

Ephemeral projects do not need to be attached to an event but can also be a loan, an art prize and other opportunities to enrich and enhance cultural outcomes.



Amigo & Amigo, *Octapoda*, temporary work for Belmont Beers, Blues and BBQ festival, 2019.

Cassie Galliot, *Local plant life*, exterior acrylic paint, 2019.



KEY DELIVERABLES

Categories of public art projects initiated by Lake Macquarie City Council

Council has a five-tier procurement structure. This is based on Council's existing procurement processes. All projects will be endorsed by the urban and public art internal consultation groups and be in line with the draft cultural collections policy and procedure, the Urban and Public Art policy, this strategy and Council's procurement policy.

Scale	Budget	Occurance	Governance
Small	\$0 to \$10K	Multiple per year	Public expression of interest Assessment Panel (minimum of three members)
Medium	\$10k to \$50k	One per year	Public expression of interest Assessment Panel (minimum of three members)
Large	\$50k to \$120K	One per year	Public expression of interest Working Group
Significant	\$120k to \$500k	One within five years	Commission through tender process as per Council's procurement process Project Control Group
Iconic	\$500k+	One within ten years	For projects over \$120k, a report will be provided to the Executive with the Urban and Public Art Internal Consultation Groups recommendation Councillor presentation (any artwork over 'Large' will be presented to a portfolio group)

Strategic collecting

Council will actively collect urban and public art, under the direction of the pending cultural collections policy and the Urban and Public Art Policy.

The development of the collection of urban and public art will be part of an overarching draft Cultural Collections Policy. A Cultural Collections Advisory Committee will be created to provide governance for accessioning and de-accessioning of works.

An audit of the urban and public art collection will commence immediately, be complete within 12 months and reoccur every five years. This will coincide with a valuation of the collection.

Collection maintenance plans will also be developed, delivered and reviewed as part of this process.

Artworks that have not been subject to Federal or State prohibition should not be excluded on personal opinion and aesthetic grounds alone. Nor should artworks be included on these grounds alone, whatever pressure is brought to bear by groups or individuals.

Artwork commissioning

Council will actively seek acquisitions to build the Urban and Public Art Collection as a significant asset. Council will actively utilise the cultural gifts programs and gift benefits outlined by the Australian Tax Office. This includes but is not limited to cash, material, labour and artworks. Artworks will be commissioned by Lake Macquarie City Council through an expression of interest process, an internally sourced working group or assessment panel. All Large to Iconic projects will be endorsed by the Urban and Public Art Internal Consultation Group and be in line with the Draft Cultural Collections policy and procedure.

Procedures will be developed for acquisitions and will be outlined in the Draft Cultural Collection Policy and Procedure. This will include the commissioning of artworks.

Individual strategic plans will be developed for specific precincts with clusters/trails of urban and public art. Example precincts include Booragul Sculpture Park, Creative Lake and Charlestown CREATE. Cultural maps and/or trails will be developed around these precincts.

Smart cities, innovation and technology

Urban and public art will range in mediums from traditional to new and developing technologies. Council will be seeking to form partnerships with a range of technology-based industry experts. The key element to the development of a technology-based artwork is that an artist is utilised to interrupt and create quality work. We will seek opportunities to educate and bridge the gap between complex systems and platforms for the community. Opportunity seeking and value adding to technology-based projects such as Smart Beaches will be sought.

All art forms and styles will be represented when appropriate, if there is already an existing high representation of an art form, artist, medium or style, other categories will be focused upon. This is inclusive of technology-based artworks.

Urban and public artworks do not include signage or other works that promote a business, organisation, individual or enterprise and should include sensitivity of location within the urban and natural landscape.

Jamie North, *Succession* (detail), cement, steel, steel slag, coal ash, oyster shell, organic matter, 2016.

STRATEGIC ACTIONS URBAN AND PUBLIC ART 2019-2029

Key

Policy

AHC Arts, Heritage and Cultural Plan
KFA Key Focus Areas

Departments

ACT Arts, Culture and Tourism
CoPa Community Partnerships
IP Integrated Planning
AM Asset Management
COM Communications & Corporate Strategy
BITS Business Information and Technology Solutions
CP City Projects
DAC Development Assessment & Certification
DC Development Contributions
ES Environmental Systems
CWP Capital Works Program

STRATEGIC GOAL 1

Celebrate Aboriginal and Torres Strait Islander culture

Strategic Goal and Focus Area Alignment	Deliverable Actions and KPI	Detail	Timeframe	Resources	Teams
AHC 1.3	Define mentorships and professional development opportunities for local Aboriginal artists by seeking funding and developing projects	Seek funding and opportunities through capital works projects that are inclusive of emerging and established Aboriginal artists, utilising traditional and non-traditional mediums KPI: one per year	Ongoing	Operational Grant Partnership Philanthropy	ACT CoPa
AHC 1.5 KFA and Strategy 5.3.1	Establish and coordinate internal working groups	Create working groups in consultation with the Aboriginal Community Development Officer and Aboriginal Art Gallery Curator that engage with Aboriginal culture. KPI: minimum one working group per annum	Ongoing	Operational	ACT CoPa
		Collection of creative industries data for the Lake Macquarie area reviewed every five years in line with delivery Bayikulinan: Aboriginal Community Plan 2019-2023	2017-2024 and 2029	Operational	ACT
AHC 4.9 KFA and Strategy 5.3.1	Consult with the Aboriginal community to develop culturally appropriate arts and cultural projects and seek programming opportunities together	Engage with the Aboriginal reference group, external organisations, land councils and community groups. KPI: minimum one project delivered per annum	Ongoing	Operational	ACT CoPa
		Develop an Aboriginal interpretation plan for site(s) and trail(s) across Lake Macquarie City	2020-2021	Operational Grant Partnership Philanthropy	ACT CoPa
		Consult with the Aboriginal community in the best practice to preserve Aboriginal Culture, history and significant objects through the arts and art conservation techniques.	Ongoing	Operational	ACT

STRATEGIC GOAL 2

Develop our City's visual identity

Strategic Goal and Focus Area Alignment	Deliverable Actions and KPI	Detail	Timeframe	Resources	Teams
AHC 2.1 KFA and Strategy 5.1.3	Coordinate internal working parties for the implementation of urban and public art and place making activities	Facilitate working groups and project control groups in line with Council governance policy, Draft Cultural Collections Policy and Procedure	Ongoing	Operational	ACT
AHC 2.2 KFA and Strategy 5.1.3	Establish best practice processes for the future asset management of newly commissioned artworks	Audit of Urban and Public Art Collection undertaken every five years, including valuation. KPI: Initial audit to be completed within 12 months of the endorsement of this document.	Due: 2024 and 2029	Operational	ACT
		Add urban and public art to the asset registry and to Cultural Collections software (Spydus)	Ongoing	Operational	ACT AM
	Cultural Collection Policy Development	Cultural Collections Policy endorsed	2019	Operational	ACT
		Cultural Collections Advisory Committee established	2019	Operational	ACT
		Actively seek artwork loans Year 1 to 5 - two nationally significant works. Year 5 to 10 - one internationally significant artwork.	Ongoing	Operational	ACT
		Aim to build the Urban and Public Art Collection to \$6 million (valuation) by 2029	Ongoing	Operational	ACT
AHC 2.3 KFA and Strategy 5.1.3	Develop a design-led approach to improving architectural and urban design aesthetics within the City.	Internal workshop with Council stakeholders to create awareness around Urban and Public Art, its value and standard specifications for Public Art development in the City. KPI: Annual delivery program	Ongoing	Operational	ACT, IP, AM, COM, BITS, CP, DAC, DC, ES, CWP, CoPa
AHC 2.9 KFA and Strategy 5.3.1	Private Developer Donation procedure	Create working group to determine best practice KPI: Procedure developed and endorsed	2020	Operational	ACT AM, COM, DAC, DC

	Identify and develop urban and public art precincts	Develop a working group to determine precincts and cultural significance. e.g. Charlestown CREATE, Booragul Sculpture Park	2019/2020	Operational	ACT AM, CP, IP
AHC 6.12 KFA and Strategy 5.1.2		Investigate a blanket development application per precinct to develop urban and public art around the City	2022	Operational	ACT DAC, AS, AM
AHC 2.4 KFA and Strategy 5.1.3	Enhance community spaces with urban and public art, place making and place activation	Facilitate five urban and public art projects per year Investigate opportunities for temporary and permanent works around construction sites and Council facilities	Ongoing	Grant Operational	ACT
	Value add to existing and new cultural and community events	Ensure creative opportunities and treatments are part of event delivery KPI: Four events per year	Ongoing	Grant Operational	ACT
AHC 2.6 KFA and Strategy 5.3.1	Initiate projects that assist in reducing anti-social behaviour and increase the level of use of outdoor spaces through creative activation	Review two artwork opportunities with Community Partnerships per year	Ongoing	Grant Operational	ACT CoPa
	Initiate projects that provide and explore environmental themes	Develop relationships and partnerships with Sustainability Engagement KPI: two projects per year	Ongoing		ACT ES
	Provide art/creative solutions to issues raised regarding safety and graffiti across the City in partnership with community groups and Council officers	Ensure the Urban and Public Art Project Leader is involved in planning and development of new community and recreation spaces to add creativity elements and opportunities	Ongoing	Grant Operational	ACT CWP
		Engagement with diverse community groups occur to ensure representation and ownership of local assets and spaces via creative opportunities	Ongoing	Operational	ACT IP
AHC 2.7 KFA and Strategy 5.3.1	Continue to develop Lake Macquarie City Art Gallery's outdoor sculpture collection (Booragul Precinct) with consultation of key stakeholders of the Art Gallery.	Develop a Cultural Collection Policy and Cultural Collection Advisory Committee KPI: Booragul Precinct Plan developed, a larger project every two years	2020-2021	Grant Operational Donations	ACT
AHC 2.8 KFA and Strategy 5.3.1	Implement a series of LED and night activation art projects	Collaborate with Events and Community groups to deliver projects and value add to pre-existing events such as Belmont Beers Blues and BBQ and Float Your Boat KPI: Four per year	Ongoing	Grant Operational	ACT

STRATEGIC GOAL 3

Champion local heritage and history

Strategic Goal and Focus Area Alignment	Deliverable Actions and KPI	Detail	Timeframe	Resources	Teams
AHC 3.1 KFA and Strategy 5.3.1	Identify and develop a suite of Heritage Interpretation themes and sites around the City	Complete an audit of all interpretation within Lake Macquarie City Utilise the "Interpretation heritage places and items - guidelines" by NSW Heritage Office which provides relevant guidelines for best practice	2021	Operational	ACT IP
		KPI: Develop and deliver four interpretation projects per year	Ongoing	Operational Grant Partnership Philanthropy	ACT
		Assist heritage advisors to conserve and restore existing monuments and memorials	Ongoing	Operational Grant Partnership Philanthropy	ACT IP
		Actively seek grants for future development of cultural and heritage trails	Ongoing	Operational Grant Partnership Philanthropy	ACT IP

STRATEGIC GOAL 4

Urban and Public Art - Celebrate connectedness

Strategic Goal and Focus Area Alignment	Deliverable Actions and KPI	Detail	Timeframe	Resources	Teams
AHC 4.1 KFA and Strategy 5.1.4	Collaborate with community groups, education institutions and business chambers to deliver artist-directed community projects such as the Sustainable Neighbourhood Group	KPI: Two collaborations per year	Ongoing	Operational	ACT
AHC 4.2 KFA and Strategy 5.1.4	Liaise with all council departments to deliver creative projects as part of their operations	Actively participate in other department working groups to value add and develop groups KPI: Four per year	Ongoing	Operational	ACT

STRATEGIC GOAL 5

Urban and public art that actively encourage creative learning and experiences

Strategic Goal and Focus Area Alignment	Deliverable Actions and KPI	Detail	Timeframe	Resources	Teams
AHC 5.6 KFA and Strategy 5.1.4	Seek a suitable residency and model of operation	Develop a business case for residency model (include cultural facility opportunities) KPI: Two residencies per year, one with a technology basis	2021 Ongoing	Grants Operational Philanthropy	ACT
AHC 5.9 KFA and Strategy 6.2.2	Continually develop digital collateral	Develop a Cultural Collections Policy outlining the acquisition framework of digital artworks	2019-2020	Operational	ACT
		Develop digital educational material around commissioned and acquired artworks KPI: Minimum of two per year	Ongoing	Grants Operational Philanthropy	ACT
		Develop digital and print collateral to educate different demographics in relation to urban and public art KPI: One per year	Ongoing	Grants Operational Philanthropy	ACT
		Pursue opportunities for artistic interpretation of Smart Cities project technologies and deliverables KPI: One per year	Ongoing	Grants Operational Philanthropy	ACT
		Develop accessibility public programs to educate and assist disability groups and the aging population KPI: one per year	Ongoing	Grants Operational Philanthropy	ACT CoPa

STRATEGIC GOAL 6

Continuously improve Council's cultural facilities and programs

Strategic Goal and Focus Area Alignment	Deliverable Actions and KPI	Detail	Timeframe	Resources	Teams
AHC 6.8 KFA and Strategy 5.13	Advocate for the inclusion of creative outcomes in conjunction with future capital works programs		Ongoing	Operational	ACT
	Continue to develop Council's urban and public art collection (aim to \$6 million valuation 2029)	Cultural Collections Policy developed	2019	Operational	ACT
		Continually grow the collection through all funding opportunities such as donations and philanthropy, utilising the Cultural Gifts Program and Australian Tax incentives	Ongoing	Philanthropy	ACT
	Develop an outdoor art prize	Develop a business case for an outdoor art prize KPI: Biennial Art Prize commences 2021	Ongoing	Operational Philanthropy	ACT
AHC 6.15 KFA and Strategy 6.21	Actively seek sustainable funding partners/sources for project and program delivery	Develop philanthropic relationships KPI: \$50K every two years for urban and public art prize	2021+ Ongoing (every two years)	Operational Philanthropy Partnership	ACT
		Develop relationships with commercial galleries, artists and organisations	Ongoing	Operational Philanthropy Partnership	ACT
AHC 6.17 KFA and Strategy 6.21	Actively support a culture of philanthropy within the City.	Philanthropy framework development KPI: One project funded per year	Ongoing	Operational	ACT COM
		Incorporate fittings and fixtures as creative commissions where possible for civic capital works programs	Ongoing	Capital works	ACT



STRATEGIC GOAL 7

Foster open communication, partnerships and leadership

Strategic Goal and Focus Area Alignment	Deliverable Actions and KPI	Detail	Timeframe	Resources	Teams
AHC 7.1 KFA and Strategy 5.2.1	Develop a comprehensive online communication tool with the creative community, with the aim of building audiences and awareness	Develop an industry contacts database and newsletter	Ongoing	Operational	ACT
		Develop an online platform for the public to have access to the collection registry	2022	Operational	ACT BITS
		Utilise online digital platforms	Ongoing	Operational	ACT
AHC 7.2 KFA and Strategy 6.1.1	Develop existing and establish new inclusive informal community reference groups to ensure ongoing and meaningful partnerships	Establish a National Urban and Public Art professionals group	2020	Operational	ACT
AHC 7.4 KFA and Strategy 6.1.1	Develop strategic funding, programming and professional development partnerships with organisations.	Develop relationships with the University of Newcastle, TAFE NSW – Hunter Campus and other educational institutions KPI: One per year	Ongoing	Operational	ACT
		Develop relationships with not-for-profit art organisations. KPI: One per year	Ongoing	Operational	ACT
AHC 7.6 KFA and 6.1.1	Integrate arts, culture and heritage priorities into Council planning and strategy	Seek opportunities to value add via urban and public art through strategic plans	Ongoing	Operational	ACT CWP IP
AHC 7.7 KFA and 6.1.1	Investigate the creation of a formal network of professional cultural organisations	Develop a national group through digital platforms KPI: Urban and public art network established KPI: Biennial year professional development event	Ongoing	Operational	ACT
AHC 7.10 KFA and 6.1.1	Develop existing and establish new relationships between identified industry, business and community organisations for creative public outcomes	Create opportunities for artists and community groups through business sponsorship KPI: One opportunity per year	Ongoing	Operational Philanthropy	ACT

STRATEGIC GOAL 8

Value and support our creative industry and cultural economy

Strategic Goal and Focus Area Alignment	Deliverable Actions and KPI	Detail	Timeframe	Resources	Teams
AHC 8.2 KFA and Strategy 6.1.1	Proactively seek and implement opportunities to engage the creative community within all our activities	Build and develop national relationships with National Institutions such as RMIT, University of Newcastle, MONA, McClland Sculpture Gallery, National Gallery of Victoria and National Gallery of Australia. KPI: Networking and loans (two national loans within five years)	Ongoing	Operational	ACT
		Build and develop relationships with international institutions such as the School of the Art Institution Chicago, Museum of Modern Art (New York), City of Chicago and the City of London KPI: Networking and loans (one international loan within 10 years)	Ongoing	Operational	ACT
		Seek opportunities for artist run spaces – permanent or temporary KPI: Artist precincts identified via Cultural Mapping projects and precinct plans	Ongoing	Philanthropy	ACT
		Collect creative industries data for cultural mapping of Lake Macquarie City. Focus on visual arts	Every five years (2023, 2028)	Operational	ACT
		Actively create financial opportunities for arts of all levels	One per year	Grants Philanthropy Operational	ACT
		Advocate for the inclusion of creative community, under economic policy and direction for the City		Operational	ACT

STRATEGIC GOAL 9

Communicate our culture: Be local, aim global

Strategic Goal and Focus Area Alignment	Deliverable Actions and KPI	Detail	Timeframe	Resources	Teams
AHC 9.4 KFA and Strategy 6.2.1	Investigate options for a large-scale cultural arts festival that attracts national attention	Develop a business case to ensure the sustainable growth of the Outdoor Art Prize, cross institutional exhibition program and biennial arts festival	2022	Operational	ACT
	Engage and investigate with community groups and organisations with pre-existing events which are appropriate to incorporate	Develop a business case for an Arts and Culture Biennale. This event will occur every two years and will engage and build relationships with non-for-profits, artist run collectives, community groups, local, national and international organisations. It will be a cultural tourism driver over a five-day period. KPI: Biennale delivered	Ongoing	Operational Philanthropy Grant	ACT
AHC 9.5 KFA and Strategy 6.1.1	Continue to develop the strategies of urban and public art profile building and engagement plan	Develop a profile building and engagement activities plan, to create the normalisation of urban and public art within the community. Plan to include: 2019/20 – Urban and Public Art Strategy education 2021/2022 – Engage demographics least likely to engage in culture 2023/2024 – Artist outreach/ professional development 2025/2026 – Engage Creative Industry professionals outside visual arts 2027/2028 – Artist Hub Creation	Ongoing	Operational Philanthropy Grant	ACT COM
		Include urban and public art and heritage imagery into the wider City and tourism branding and marketing	Ongoing	Operational	ACT COM



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APPENDICIES

Appendix 1 - Proposed 10 year schedule of planned works

This will be reviewed every three years and updated

Title	Funds	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29
Small Urban and Public Art Projects - \$0 to \$10K												
Traffic Signal Boxes	Operational	\$4.5k	\$5k	\$5k	\$5k	\$5k	\$5k					
Thomas H Halton Park treatments	Capital Works			TBC								
Library External Animals	Operational	\$1.5k	\$5k	\$5k	\$5k	\$5k						
Art Trail Development	Grant/Operational		\$5k	\$5k	\$5k	\$5k	\$5k	\$5k	\$5k	\$5k	\$5k	
Interpretation Trail	Grant/Operational			\$5k	\$5k	\$5k	\$5k					
MAP Treatment	Grant/Operational			\$15k								
Residency Program	Grant/Operational		\$5k	\$5k	\$5k	\$5k	\$5k					
Collection Management	Operational		\$5k	\$5k	\$5k	\$5k	\$5k	\$5k	\$5k	\$5k	\$5k	\$5k
Library Children's Area	Operational			\$6k	\$6k	\$6k	\$6k					
Medium Urban and Public Art Projects - \$10K to \$50K												
Windale CREATE	Grant	\$50k										
Caves Beach Commission	Capital Works	\$21k										
Rathmines Interpretation	Grant/Operational			\$40k								
Heritage Interpretative Signage	Grant	\$32k										
Maritime Interpretative Signage	Grant	\$15k										
Smart Beaches	Capital Works		\$20k									
MAP	Capital Works/Grant		\$20k		\$20k		\$20k		\$20k		\$20k	
Temporary Art Project	Grant/Operational		\$20k		\$20k							
Pearson Street Mall - Interactive Kids	Grant			\$50k								
Pearson St Mall - Art Treatment	Grant			\$46k								
Major Ephemeral Art Project	Grant		\$50k		\$50k		\$50k		\$50k		\$50k	
Large Urban and Public Art Projects - \$50K to \$120K												
Aboriginal Interpretation City Wide	Grant + Partnership		\$80k	\$80k								
Windale Library Creative Treatment	Grant/Operational				\$60k							
Sculpture Precinct (Booragul Sculpture Park)	Capital Works/Grant			\$100k		\$100k		\$100k		\$100k		\$100k
Open Air Art Prize	Philanthropy + Operational			\$50k + \$30k		\$50k + \$20k		\$60k + \$20k		\$70k + \$20k		\$80k + \$20k
Gateway Artwork (City Hubs)	Grant/Operational						\$60k		\$60k		\$60k	
Citywide Signage Program	Grant/Operational											
Continuous wayfinding and directional signage improvements linked to capital works projects												
Significant to Iconic Urban and Public Art Projects - \$120K to \$500K+												
Creative Lake Development - Chimera	Prize	\$150k										
Charlestown CREATE	Grant		\$136K									
Fernleigh Track Shared Pathway - Aboriginal Artworks	Subject to Grant funding/ Pending			\$250k								
Underwater Sculpture Park*	Subject to Grant funding				\$150k							
Aboriginal Artwork Commission*	Subject to Grant funding					\$150k					\$150k	

*Further development/aspirational

For more information

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