

DRAFT WYNDHAM 2022-2032 PUBLIC ART PLAN

PUBLIC EXHIBITION SUMMARY REPORT: 25 MAY – 24 JULY 2022



PROJECT BACKGROUND:

Wyndham City Council has been developing a 10 Year Public Art Plan to grow an ambitious public art program for the coming decade. The plan has been developed through two public consultation phases, the first in November 2021 which gathered information which informed the draft plan and the second which focussed on feedback on the draft plan.

The draft Plan was placed on public exhibition and included:

- An outline of key programs, a matrix of commissions and allocations to expend current and future budgets, to deliver on the vision for public art in our growing city.
- Set out the vision for public art in Wyndham, and the principles, curatorial themes, approaches to planning and prioritising, pillars of approach, governance and procurement processes that will be applied over the next ten years to achieve the vision.
- An incremental plan to allows Council to strategically implement the Public Art & Collections Policy (2019) and build a program of significance with a long-term vision, making best use of resources and brokering the benefits of this investment.



METHODOLOGY:

The below table outlines the various methods and techniques used to engage with the community.

Community engagement activities / tools	
Method / technique	Stakeholders engaged
Project page on The Loop	1,122 total visitors to the page
Online survey	15 surveys completed
Direct feedback and emails	6 direct emails received with detailed feedback including members the Creative City Portfolio and community members
Drop-in sessions Two drop-in sessions at the Wyndham Cultural Centre	23 responses from community members
Targeted Workshop – Portfolio Committee	11 people attended the 2-hour workshop
Targeted Workshop – Community consultation session (online)	8 people attended a 1.5hour workshop

Communications / marketing activities	
Method / technique	Stakeholders engaged
Online paid promotion (Facebook, 1 post)	Reached: 6,193 Click through to website: 873
Online promotion – Wyndham Arts Collective Facebook group	Private Group of 482 members with a dedicated focus on Arts & Culture activity in Wyndham
Arts & Culture e-news	Reached: 2,899 Opened: 1,070 Click through to website: 4.39%
Direct email correspondence	Direct email of survey link: sent to 92 participants of previous Arts & Culture projects; other departments in Council including Vibrant City Centres, Neighbourhood Hubs, Libraries and Youth Services

SUMMARY OF FEEDBACK:

The following feedback has been incorporated into the Public Art Plan. **WORKSHOP FEEDBACK**

We Asked	You Said	We did
What do you know about public art in your area?	<p>Respondents outside of the arts community knew very little about the broader public art program in Wyndham.</p> <p>The Loop works as a platform for feedback and input.</p>	<p>Identifies communication of public art activity in Wyndham as potentially not reaching as many residents as is ideal.</p> <p>Communications plans included good use of social media platforms with good engagement and click throughs, directing input to be captured via The Loop. Learnings from this process will be applied to future consultation methods for projects to include simple and easy input methods such as survey monkey or polls.</p>

We Asked	You Said	We did
What public artworks do you like, either locally or elsewhere?	<p>The feedback provided illustrated sculpture and large murals as most favoured by respondents.</p> <p>Respondents demonstrated a strong interest to commission works which have a positive impact through size and scale.</p> <p>Interactive art, light and projection and future technologies in the streets was a common theme.</p>	<p>Consideration was given for works of scale in the program.</p> <p>Temporary and ephemeral artwork is given more space in the plan, to allow for more experimental artworks.</p>

We Asked	You Said	We did
What kind of public art would you like to see more of in Wyndham?	<p>Art that is reflective of the diverse community and can celebrate universal themes while referencing and presenting cultural elements.</p> <p>Majority of responses focussed on opportunities for local artists, including outside galleries or temporary spaces.</p> <p>Community would like to see more public art that is interactive.</p> <p>More artwork that engages with younger people.</p> <p>Art trails and artwork that fits with the environment was presented as a key desire for the community.</p>	<p>Continued focus on Foregrounding and Localism to represent Wyndham's rich community backgrounds.</p> <p>Localism focus will continue to stimulate and support Wyndham's creatives.</p> <p>Review of Pillars in draft document revised to focus on Arts Development outcomes including opportunities for learning, upskilling and commissions from local and emerging artists.</p> <p>Futurism will enhance and develop new technologies, ways of working and engagement.</p> <p>Habitat theme will present more opportunities for artwork that works with and speaks of the natural and built environment of Wyndham.</p>

PUBLIC EXHIBITION – THEMED FEEDBACK

We Asked	You Said	We did
What do you think of the draft Public Art Plan?	<p>Overall, there was positive feedback for the draft plan.</p> <p>Issues around planning for access to public art and broader inclusion of more suburbs around Wyndham ie: Tarneit and new residential areas was received as feedback.</p> <p>More specifics around execution – goals and outcomes.</p> <p>Connection of the pillars and themes to broader arts programming.</p>	<p>The Public Art heat map allows us to identify and continue to focus our efforts on under-represented areas.</p> <p>We will continue to consider site and access to public artwork when scoping locations for new works.</p> <p>Annual program of works to consider access and breadth of collection across the City and provide reporting and transparency on the program of works.</p> <p>The global benchmarking will allow Wyndham to draw on international standards and ideas for best practice and future programming.</p>

We Asked	You Said	We did
What are some of the things in the plan that you like?	<p>The pillars and themes of the plan were good groundings to guide future programming. 'Confident & Ambitious'.</p> <p>The prominence of First Nations and young people throughout the plan.</p> <p>Appreciation for futuristic technology like projections and digital screens/lighting.</p> <p>Strong support for Localism. A more balanced approach for local artist involvement.</p> <p>Evaluation process for each art piece.</p>	<p>Continue to develop these aspects and use them to allow opportunities to develop young artists work in the program.</p> <p>Apply the curatorial framework to value and enable First Nations stories and artists to have prominence.</p> <p>Foregrounding and Localism will take special precedence in the plan as it is enacted, with care and consideration for developing artists, First Nations stories and ways of working.</p> <p>Use of Futurism as a guide to develop fresh, exciting methods and materials.</p> <p>Artist development, opportunities and focus in the plan gives Wyndham</p>

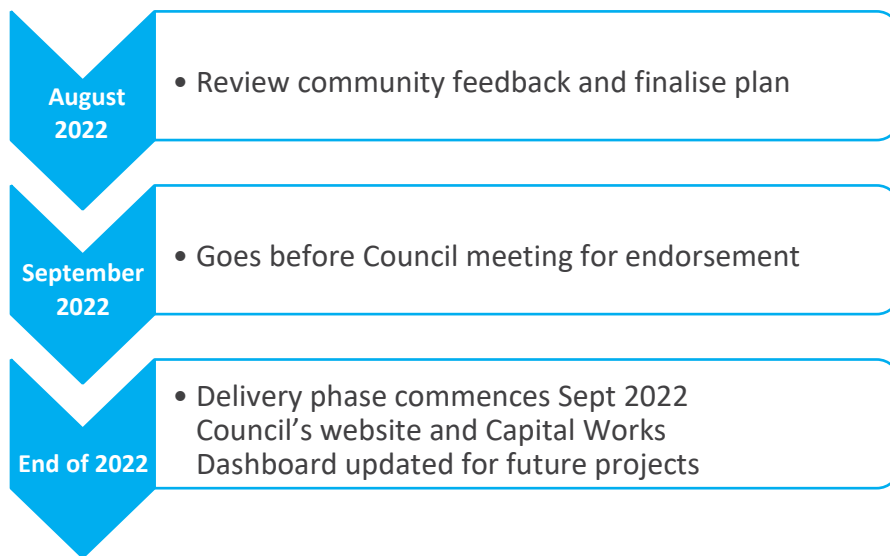
	Creating public spaces that bring people together.	a framework for building the creative community Wyndham wants and needs.
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We Asked	You Said	We did
Is there anything we might have missed that you think should be included?	<p>Goals and measurable outcomes. How is it measured?</p> <p>More specifics on how and where.</p> <p>Embracing some public art elements that stimulate youth eg: skate/scooter culture, graffiti, performance.</p> <p>Partner with Neighbourhood Hubs and local businesses to activate spaces with temporary installations.</p> <p>Provide a clearer understanding to community of how work is selected and commissioned.</p> <p>There is currently no inclusion of performance as public art.</p> <p>Respondents provided proposed sites for future commissions.</p>	<p>The plan will be reported on annually as part of the Council plan. Indicators of success include reporting on nature, number and diversity indicators of artists involved and project case studies.</p> <p>Noted that partnerships with Hubs as well as Activity Centres are great sites for temporary works.</p> <p>Implementing the Communication pillar will be key to the success of this plan. The community have strong interests in understanding, engagement and participation in public art. We will aim to make the communication platforms accessible and relevant.</p> <p>The definition of public art could include performance within temporary works and outdoor installations. Performance is not focussed on broadly within this plan but could be explored within commissions.</p> <p>Proposed and potential sites have been recorded and will be considered annually as part of our annual plan. Sites included ideas for significant and temporary works</p>

NEXT STEPS:

Council have used the feedback provided by this consultation to inform the Public Art Plan. The Plan (pending endorsement) will be shared on the Public Art Loop page for feedback from the community.

REMAINING STAGES OF THE PROJECT



HOW CAN PARTICIPANTS STAY INVOLVED/INFORMED?

Participants will stay informed by visiting the Loop page and selecting to “Follow” the project. Updates will be posted on The Loop and the project timeline will be updated to reflect project status.

Participants can also stay informed with updates available on Council's Arts & Culture pages

[www.wyndham.vic.gov.au/ services/arts-culture/public-art/public-art-wyndham](http://www.wyndham.vic.gov.au/services/arts-culture/public-art/public-art-wyndham)

EXAMPLES OF ARTWORK PEOPLE WANT TO SEE MORE OF IN WYNDHAM













Direct emails – detailed submissions:

Hi Craig I've read the Public Art Plan here are my comments. 1 I agree with the Vision. now includes digital 2 Creating public spaces that bring people together - eg the Cultural Centre

3 Public Art is central to the ongoing development of Wyndham as a vibrant and creative and engaged city with creative commissions activations and programs and Place activation of public buildings 4 promoting cultural and economic benefit of Public Art to developers 5 Deep understanding of place and connections with Aboriginal Community 6 Work that reflects past present and future. and allows unique Wyndham to emerge in the context of Rural, Coastal and Urban 7 Activity Centre Activation to invigorate local commerce and visitation. by activating Retail and Service precincts to support business 8 Festivals and Events 9 Funding for Community Infrastructure and Capital projects Craig it is a very comprehensive plan You know i have a particular interest in the Cultural Centre I understand \$4 million has been. allocated by council for the redevelopment of the Cultural centre This I suggest includes more seating If the auditorium had 700 seats it could attract professional theatre as it does in Frankston I would be pleased if the committee considered this at the meeting regards Peter Ross

Hi All,

Apologies again for not being in the country for this but I have read over the documentation and wanted to highlight a few high-level points on where I would have directed my narrative if I was present. Some of these have been captured in the draft however I did not want to get too specific without being able to articulate or expand on the below views in person.

- A more balanced approach for local artist involvement.
- Understanding the "creative development" does not always factor into the above (Tegan please refer to my Red Centre experience).
- If creative development or mentorship is the focus to ensure there is a clear plan and outcomes to be delivered so it adds value.
- A broader range of public art. In my personal opinion, it fits a very generic and bland narrative whereas Wyndham feels to be progressing into a more rich and more diverse area.
- Further to the above embracing some of the elements that stimulate youth eg. skate/scooter culture, graffiti (again less "bland")
- Partner with community centers and local businesses to activate spaces with temporary installations.
- A clearer understanding of how work is selected and commissioned that can be shared publicly.
- Allowing locals to participate in a transparent application process to avoid them feeling without a chance.

Lastly, I wanted to applaud "LIT" and the use of the space. This was the first time I felt proud to invite friends and family to anything artistic in Wyndham that did not involve me personally. Seeing the community no matter the demographic out and engaging was a wonderful experience. Thank you all again for the opportunity to share the thoughts that myself and the broader community are openly discussing and I hope the meeting goes well.

Social Media Posts Snapshot:

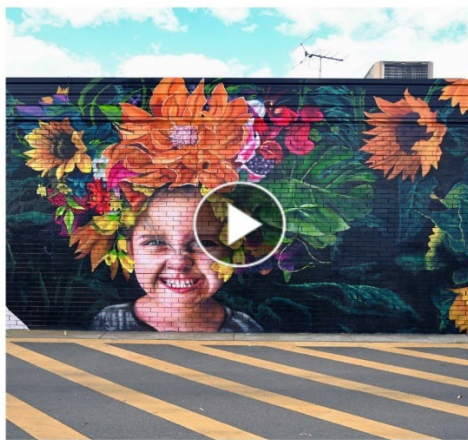
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Link Clicks: 878

Engagements: 6,193

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Public art can transform our streets, buildings, open spaces, and change how we see our city. Wyndham City has a dynamic, ...See more



theloop.wyndham.vic.gov.au
Public Art in Wyndham

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Organic

Link Clicks: 2

Engagements: 11

Wyndham Cultural Centre
Published by Sprout Social · July 20 at 1:37 PM · 🌐

Tell us what you think! Wyndham City Council is currently developing a 10 Year Public Art Plan to develop an ambitious program for the coming decade.

The plan is currently in draft and we are seeking feedback from our communities in order to shape this forward plan. Read the draft Public Art Plan and provide your feedback by 11:59 PM Sunday 24 July, 2022 [here](#) -

<https://theloop.wyndham.vic.gov.au/public-art-wyndham>

