



Public Art Master Plan

People | Place | Prosperity | Performance



Acknowledgement of Country

The Shire of Ashburton acknowledges the first custodians of this region, the richness of their culture and the responsibility of all Australians to respect Aboriginal heritage.

Council recognises the Muntulgura Guruma People in the Tom Price region, the Thalanyji People in the Onslow region, the Yinhawangka People in the Paraburdoo region, and the Kurrama People in the Pannawonica region as the original custodians of the lands now known as the Shire of Ashburton.

We respect and honour the Traditional Owners, custodians, Native Land Titles and Elders past and present. We acknowledge the stories, traditions and living cultures of Aboriginal peoples on this land and commit to building a brighter future together.

Contents

| | |
|---|----|
| Purpose of a Public Art Master Plan | 5 |
| Public Art Rationale | 6 |
| What is Public Art? | 6 |
| Why do we need Public Art? | 6 |
| Vision | 8 |
| Guiding Principles | 8 |
| Strategic Links | 9 |
| Guiding Themes for Future Public Art | 10 |
| Curational response to the Shire of Ashburton | 10 |
| Example visual references for future artwork | 11 |
| Opportunities and suggested locations of potential Public Artworks | 16 |
| Conclusion and Future Directions | 18 |





Message from the *Shire President*



It gives me great pleasure to present the Shire of Ashburton's Public Art Master Plan, a guiding framework for how we will shape, commission and celebrate public art across the Ashburton region.

Public art has the power to reflect who we are; our history, culture, landscapes and communities, while creating spaces that inspire connection, pride and creativity.

This Master Plan sets a clear vision for how public art can enrich our towns, enhance community identity and contribute to social, cultural and economic growth. It outlines opportunities for integrating art into our shared spaces, ensuring that each project reflects the unique character of its location while strengthening our sense of place.

Public art is more than visual expression. It is a catalyst for community engagement, education and prosperity. Through this Master Plan, we commit to fostering collaboration with artists, planners and our community to deliver projects that not only beautify but also tell the stories of Ashburton.

I look forward to seeing how this Master Plan brings our shared vision to life and creates a lasting legacy of creativity and connection for generations to come.

Audra Smith
Shire President



Purpose of a Public Art Master Plan

The Public Art Master Plan lays the groundwork for the evolution of public art within the Shire of Ashburton, offering a comprehensive approach to guide the Shire in commissioning and implementing public art projects. The Public Art Master Plan for the Shire of Ashburton delineates a vision and the methods to bring this vision to life, ensuring that the narratives depicted through public art resonate with the community's identity, heritage, and culture.

The rationale for public art is clearly articulated, with suggested locations and strategies to help the Shire of Ashburton derive maximum value from its public artworks. It includes examples of similar works in comparable regions, providing inspiration and guidance. The plan is closely aligned with the Shire of Ashburton's current priorities and planning efforts, ensuring that the shared vision of the Shire's local government is effectively realised.

The Master Plan also addresses economic prosperity by exploring the opportunities public art can create. The guiding

principles, key strategic priorities, and underpinning strategies outlined in this document serve as a framework for harnessing these economic benefits to enrich the region and its residents.

Additionally, the document proposes potential sites for artwork within the Shire. An in-depth examination of each precinct will highlight the unique characteristics of each area, review existing public artworks, and pinpoint specific locations and opportunities for new public art installations. Collaboration with regional planners, town planners, and landscape architects will be essential in determining exact locations for artwork as funding becomes available.

A Public Art Master Plan is a comprehensive document that outlines the vision, goals, and strategies for integrating public art into our community spaces. It will help us identify key locations for art installations, establish guidelines for selecting types of art installations, and ensure that our public art reflects the diverse voices and stories of our communities.

Public Art Rationale



What is Public Art?

Public art represents the creative installations found in public spaces, intentionally created for the enjoyment and enrichment of the community. Unlike art confined to galleries or museums, public art is accessible to all, fostering a sense of shared cultural experience.

It can take many forms, including sculptures, murals, functional art, ground plane or paving works to list a few.

Public art often reflects the identity, history, and values of the place where it is situated, contributing to the overall prosperity and performance of the community. Through its presence, it provides a platform for artistic expression and dialogue, enhancing the aesthetic and social fabric of the area.

Why do we need Public Art?

Public art is vital for several reasons. Firstly, it enhances the aesthetic appeal of public spaces, transforming ordinary areas into vibrant and engaging environments. This not only beautifies the locale but also instils a sense of pride and ownership among the residents.

Secondly, public art serves as a catalyst for community engagement and social



interaction. It encourages people to come together, share experiences, and participate in cultural dialogues. By fostering connections among individuals, it strengthens community bonds and promotes social cohesion.

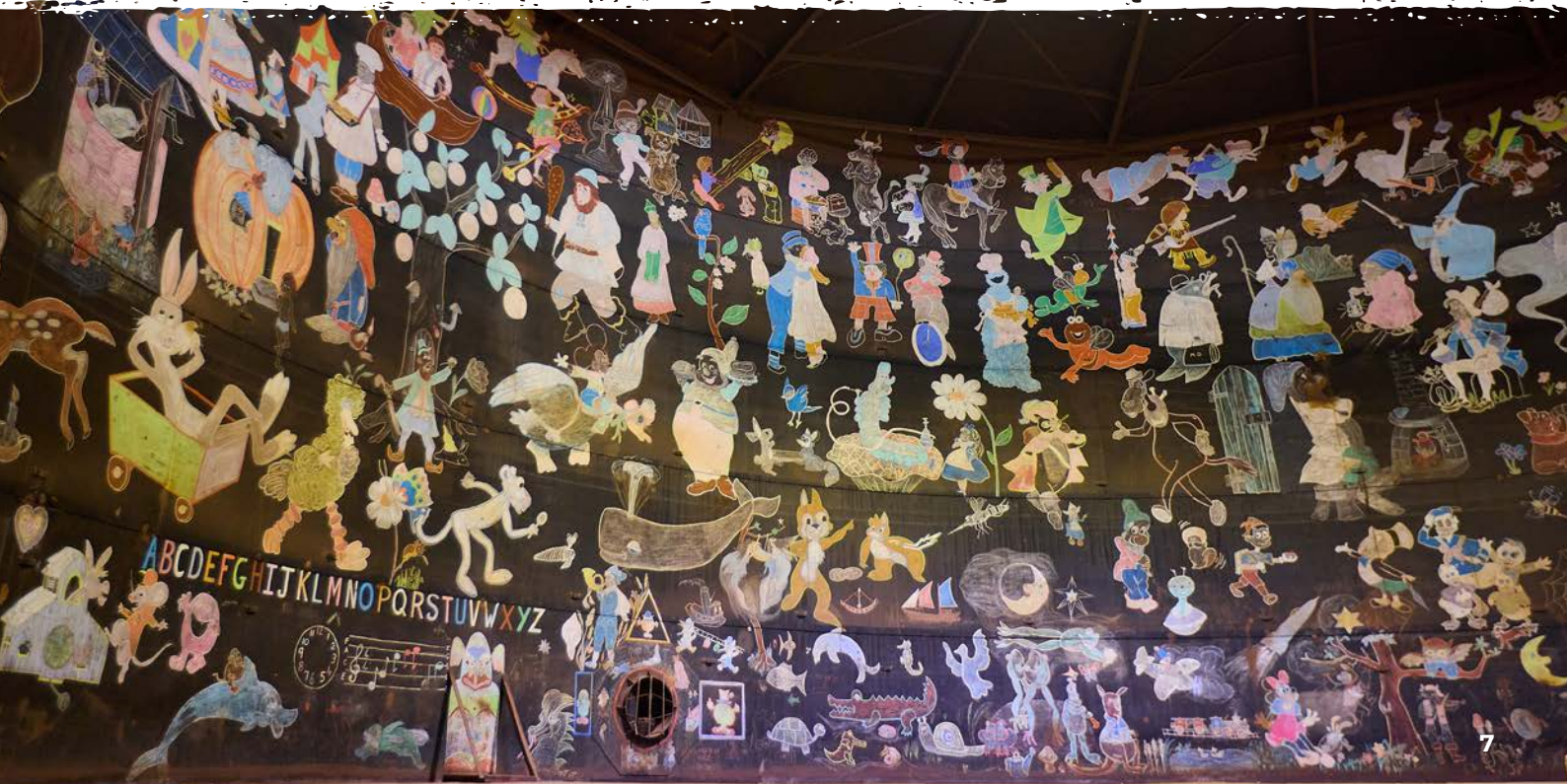
Moreover, public art can stimulate economic growth. Attractive and dynamic public spaces draw tourists and visitors, boosting local businesses and contributing to the economic vitality of the area. Events and performances associated with public art also generate revenue and create job opportunities.

Additionally, public art plays an educational role. It can raise awareness about important social issues, celebrate historical events, and honour cultural heritage. Through its visual storytelling, public art

educates and inspires people, promoting a deeper understanding and appreciation of diverse perspectives.

Lastly, public art nurtures creativity and innovation. It provides artists with a platform to experiment and showcase their talents, pushing the boundaries of conventional art forms. This creative expression enriches the cultural landscape and encourages innovation in other sectors.

In essence, public art is an indispensable element that contributes to the overall prosperity, performance, and well-being of the community. It adds value to public spaces, fostering a sense of identity and belonging while driving social, economic, and cultural growth.





Vision

Our vision for public art in the Shire of Ashburton is to create a vibrant and enriching environment that reflects the unique identity, history, and values of our community. Through the integration of public art, we aim to celebrate the rich cultural heritage, diverse stories, and natural beauty of our region, fostering a sense of pride and ownership among our residents.

Guiding Principles

The Shire of Ashburton will consider and apply the following ten guiding principles to achieve the vision of the Public Art Master Plan. These principles are informed by Shire documents, community consultation, research of strategies from other local governments, and industry standards.

1. Recognise and promote creative industries as vital economic contributors to the region.
2. Foster capacity building for public art projects in collaboration with key community stakeholders, business partners, and local groups.
3. Enhance local artists' skills and employment opportunities through public art programs, utilising local expertise and materials whenever feasible.
4. Develop high-quality public art in strategic locations to enrich the public realm, inspire civic pride, and support urban renewal.
5. Identify prominent sites for artwork placements.
6. Curate a cohesive and high-standard public art collection that adheres to industry best practices.
7. Use public art to build social capital by strengthening community ties, celebrating heritage, and providing a platform to address and resolve social issues.
8. Uphold good governance, procurement, and public art processes in implementation of public art works.
9. Respect and integrate natural environment values and cultural and heritage considerations in the public art strategy.
10. Recognise the importance of public art expertise in creating a successful program and ensure consistent design and aesthetic standards are evaluated and maintained.

Strategic Links

The Shire of Ashburton's Public Art Master Plan encourages and supports the continued development of arts and culture and is closely aligned with the Shire of Ashburton's overarching strategic plans and policies, ensuring a cohesive and integrated approach to community development and cultural enrichment.

These strategic links include:

- Local Planning Policy 14 – Percent for Art
- Strategic Community Plan 2022 - 2032
- Long Term Financial Plan 2024 - 2039
- Community Lifestyle Infrastructure Plan (CLIP) 2023
- Art Strategy 2024 – 2027
- *Planning and Development Act 2005*



Guiding Themes for Future Public Art

Curatorial response to the Shire of Ashburton

The Shire of Ashburton, nestled within the rugged and diverse landscape of the Pilbara, is a region steeped in history and natural beauty. Known for its rich cultural heritage and striking scenery, the Shire of Ashburton hosts communities where the past and present converge in harmony. The vibrant history of the Shire, coupled with its unique landscape, forms the foundation of our curatorial response to the region.

Artworks that highlight the core idea of cultural richness, historical significance, and the awe-inspiring natural environment will resonate deeply within the Shire of Ashburton. Our vision for public art in the Shire of Ashburton is to create a vibrant and enriching environment that reflects the unique identity, history, and values of our community. Through the integration of public art, we aim to celebrate the rich cultural heritage, diverse stories, and natural beauty of our region, fostering a sense of pride and ownership among our residents.

The guiding principles for the Shire of Ashburton's Public Art Master Plan are to enrich public spaces with creative installations that embody the essence of our community. Through previous community consultation the themes of History, Culture, People, Flora, and Fauna have resonated consistently with the community, we aim to foster a sense of pride, belonging, and connection, driving social, economic, and cultural growth for generations to come.

- **History** – We envision public art that honours and preserves the historical narratives of the Shire of Ashburton.

By showcasing significant events, influential figures, and traditional practices, we aim to cultivate a deeper understanding and appreciation of our shared past. Public art will serve as a visual storyteller, connecting generations and reminding us of the journey that has shaped our community.

- **Culture** – Our public art will be a testament to the dynamic and diverse cultural fabric of Ashburton. It will celebrate the artistic expressions, customs, and traditions that define our region. We seek to create installations that resonate with all members of the community, encouraging cultural dialogues and fostering mutual respect and understanding.
- **People** – The people of the Shire of Ashburton are at the heart of our vision. Public art will highlight the contributions, talents, and stories of our residents. By recognising the individuals who have shaped our community, we aim to inspire a sense of unity and belonging. Public art will serve as a platform for community engagement, bringing people together to share experiences and celebrate our collective identity.
- **Flora and Fauna** – Public art in the Shire of Ashburton will reflect the natural beauty and biodiversity of our region. We envision installations that draw inspiration from the local flora and fauna, promoting environmental awareness and conservation. By highlighting the intricate relationship between nature and our community, public art will enhance the aesthetic appeal of our public spaces, creating harmonious environments that resonate with both residents and visitors.

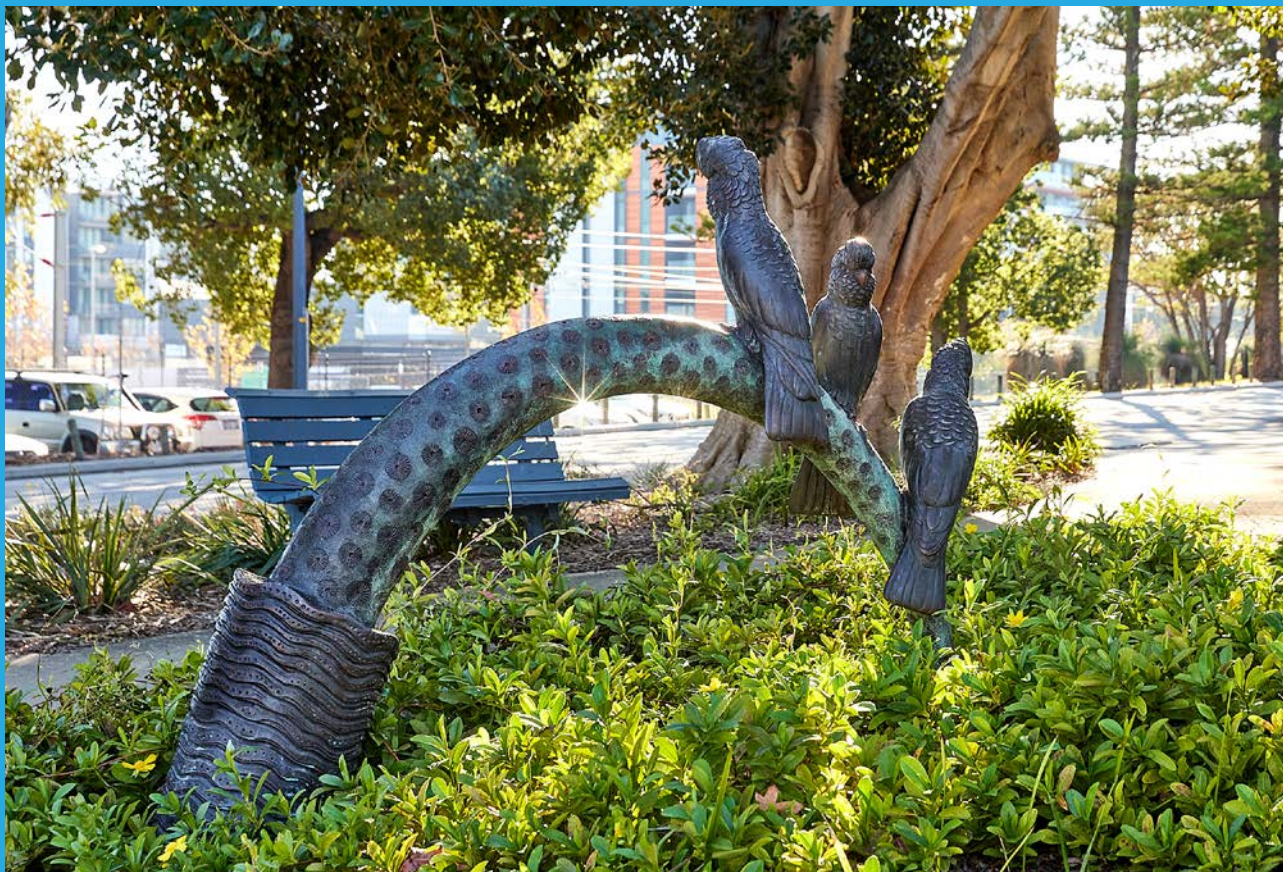
Example visual references for future artwork

The following examples are provided solely for inspiration and illustrative purposes. These selected artworks from various locations within the region serve to showcase the potential of public art in capturing the essence of the Shire of Ashburton. They are meant to inspire creativity and guide the vision for future installations, rather than dictate specific designs or concepts.



Mulla Mulla – Made of steel, mesh, airbrushed in enamels and light, this piece is a collection of elements inspired by the Pilbara flora. *Artist – Loreenna Grant*





Three Cockatoos – is a playful take on fauna in the region. Artist – Andrew Kay



Children with concrete play objects – designed by Martumili artists and fabricated by Concreto. Shire of East Pilbara, Newman Town Park.





Big Fish – *designed and constructed by Murray Ford*



El Toro – Steel artwork with recycled materials, linking to pastoral. Artist – *Jordan Sprigg*





The Dromedary Camel – Steel artwork with recycled materials, linking to historical stories of transporting goods across the Pilbara in the early 1900s.
Artist – Jordan Sprigg

The incorporation of art in permanent structures, streetscapes, pathways and public space furniture.



Town Beach Jetty, Shire of Broome



River Landing Tree Grates, Saskatoon,
Saskatchewan, Canada.



Walmanyjun Cable Beach Stage 1
Artwork, Shire of Broome



Youth Space, Town of Port Hedland



Ground-based mural in Miners Promise
Park, East Newman, Shire of East Pilbara
Artist – Marlene Anderson, Martumili Artists.





Opportunities and suggested locations of potential Public Artworks

Wayfinding opportunities

These artworks help guide people through spaces, making navigation easier and more enjoyable. Artworks include a combination of signage, integrated artworks in pathways, discovery and functional works.

Potential locations could include:

- Tom Price Village Green through to Doug Talbot Park.
- Onslow Foreshore through to Cartoon Tanks
- Paraburdoo Memorial Gardens through to Anzac Memorial
- Town entries
- Town Centres

Interpretive/Discovery works

These artworks encourage exploration and provide educational insights about the environment, history, or culture.

Examples could include:

- Silhouettes of camels to be viewed from the ant hill viewing location in Onslow
- Cattle located in a green space surrounding new Shire Administration Building in Tom Price.
- Sheep making their way from the Goods Shed in Onslow to the location of the Old Jetty near Anzac Memorial Park.
- Mulla Mulla on roundabouts at the Onslow Streetscape.
- Mackerel on roundabouts at the Onslow Streetscape.
- Moon located in Onslow representing the Staircase to the Moon.
- Town entries.

Functional art

Artworks that serve a practical purpose while also being aesthetically pleasing.

Examples could include:

- Seating/Benches designed with artistic elements, providing seating while enhancing the visual appeal of the place.
- Bespoke Playgrounds often reflect the culture, history or identity of the community they are a part of. They incorporate local themes, materials, and artistic styles, and may have an educational purpose, such as environmental awareness, historical events or cultural stories. They strike a balance between aesthetics and practicality.

Incorporation into builds

Art can be seamlessly integrated into various builds, transforming ordinary structures into captivating experiences. Pathways, for example, can include patterns, sandblasting of artwork, telling stories or reflecting the local flora and fauna. Printed, sandblasted or stamped concrete walls can incorporate patterns and images that enhance the visual interest of buildings, turning mundane surfaces into canvases of creativity.

Pavilion roofs offer another opportunity for artistic expression, with artwork that can range from traditional paintings to modern installations, providing both shade and artworks.

Examples could include:

- Village Green Upgrades
- Onslow Streetscape
- Tom Price Shire Administration Building

Murals

Murals are a powerful form of public art that can transform dull walls and buildings into vibrant canvases that reflect the culture, history, and identity of a community. These large-scale paintings or artworks, often created by local artists, can tell stories, celebrate significant events, or simply add beauty and colour to urban landscapes. Murals engage the public in a shared visual experience, fostering a sense of pride and belonging.

However, maintaining murals requires careful consideration and ongoing effort. Exposure to the elements, such as sunlight, rain, and pollution, can cause the artwork to fade or deteriorate over time. Regular inspections and touch-ups are essential to preserve the vibrancy and integrity of the mural. Protective coatings can be applied to shield the artwork from UV rays and moisture, while graffiti-resistant treatments help prevent vandalism. Additionally, community involvement in the care and preservation of murals can enhance the artwork's longevity and ensure that it continues to inspire and enrich the public space for years to come.

Examples of locations could include:

- Public Pool Buildings
- Town Centres

Interactive artworks

Interactive artworks are a dynamic form of public art that engage viewers in a participatory experience, transforming passive observation into active involvement. These installations can take various forms, from sculptures that respond to touch or movement, to digital displays that change based on viewer interaction. By inviting the public to engage directly with the artwork, these pieces create memorable experiences that can deepen the connection between the community and the art.

Examples of locations could include:

- Cartoon Tanks
- Old Onslow
- Town Entries – visitor pull up bays
- Onslow Foreshore
- Onslow Boardwalk
- Jarndunmunha
- Resilience Sculpture, Paraburdoo

QR Codes

The incorporation of QR codes into public artworks is an innovative way to provide additional layers of information and context. These codes can be integrated into the design of the artwork, allowing viewers to use their smartphones to access a wealth of related content. By scanning the QR code, visitors can be directed to websites or digital archives that offer further information about the artwork, its creator, and the historical or cultural significance of the piece.

By merging traditional artistic expression with modern technology, QR codes create a multidimensional experience that enriches public spaces. This approach not only makes art more accessible and engaging but also fosters a deeper appreciation and understanding of the community's heritage and identity.

Examples of locations could include:

- Old Onslow
- Paparazzi Dogs
- ANZAC Parks
- Red Dog Sculptures

Conclusion and Future Directions



The Public Art Master Plan has outlined comprehensive information for integrating public art into the Shire of Ashburton Communities. The key points discussed include the importance of public art in enhancing the cultural and aesthetic value of our public spaces.

Looking ahead, there are several future directions that can be pursued to further the goals of this master plan. It is essential to continue fostering strong partnerships with local artists, community organisations, and stakeholders to ensure that public art projects reflect the diverse voices and experiences of our community.

Future collaboration with the community will be a key focus when identifying large-scale public art projects. The Onslow tanks project shows of how community engagement can shape meaningful and culturally resonant outcomes. This approach ensures that public art is not only visually impactful but also deeply connected to the identity and aspirations of the local community.

The tourism and economic benefits of public art should be leveraged by promoting our community as a vibrant cultural destination. Public art can attract

visitors, stimulate local businesses, and contribute to the overall economic vitality of the area.

Additionally, Annexure 1 of the Public Art Master Plan includes a comprehensive list of the Shire's current public art installations. This annexure serves as a valuable resource for understanding the existing artistic landscape and identifying areas for future development.

Moreover, the integration of public art into the Shire's communities will be guided by a range of Shire policies, strategic plans, and planning and development legislation. These frameworks ensure that public art continues to evolve in alignment with community needs and aspirations.

By following these future directions, we can ensure that public art remains a vibrant and integral part of our community, enriching the lives of residents and visitors alike.





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