

# Victor Harbor Mainstreet Gateway Public Art Statement

## **ARTIST BRIEF**

The City of Victor Harbor is currently calling for a major public art commission to form the Gateway Statement into the Mainstreet Precinct, situated at the intersection of Ocean Street and Torrens Street.

Expression of Interest due: **5pm, Friday May 25<sup>th</sup>, 2018**

**Submit to:**

City of Victor Harbor

1 Bay Road,

Victor Harbor, SA 5211

Email: [localgov@victor.sa.gov.au](mailto:localgov@victor.sa.gov.au)

Please include: Ref # T2018196

**For more information**

Peta Johnston- Arts and Cultural  
Facilitator- City of Victor Harbor

O437 338 167

Email: [pjohnston@victor.sa.gov.au](mailto:pjohnston@victor.sa.gov.au)

## 1. **INTRODUCTION**

The City of Victor Harbor has committed to the design and delivery of Victor Harbor's Mainstreet Precinct Master Plan since its inception in 2006. The plan identifies seven (7) strategic stages, intended to create an enhanced public space with improved amenities for the community and visitors by integrating a 'themed' urban design giving consideration toward car parking, landscaping, signage, lighting, disability access audit/design, pedestrian connectivity, heritage significance and the integration of public artworks.

The Council is currently in the process of undertaking components of the detailed design, documentation and specifications for the Mainstreet 'Stage 2' upgrade, ready for on-site construction delivery in May, 2019. One of the main components of the 'Stage 2' is to commission art work that provides a highly visible, unique and synergistic 'gateway' into Victor Harbor's Mainstreet Precinct. This work will act as the 'opening statement' for the implementation of the Victor Harbor Mainstreet Public Art strategy, which will be delivered over coming years. (Appendix A)

The City of Victor Harbor is committed to developing its profile as a town that values, celebrates and promotes the importance of integrating arts and culture into the fabric of the community. *The Mainstreet Gateway Public Art Statement* offers a significant opportunity for an artist, or a group of artists, to create a unique statement about the evolving identity of Victor Harbor and its community and commercial heart- The Mainstreet Precinct. This work will reflect the connections between the environment and the community, lead visitors into the Mainstreet Precinct and provide an iconic response to South Australia's premier seaside town.

## 2. **BACKGROUND**

### **2.1 Commissioning organisation - City of Victor Harbor**

On October 31 1975, the District Council of Encounter Bay and the Corporation of Victor Harbor amalgamated to form the District Council of Victor Harbor. The amalgamation recognised the strong communities of interest that existed between the two former local government areas and the resource, cost and efficiency benefits that would be generated by combining the two councils.

On 1 February 2000 the District Council of Victor Harbor became known as the City of Victor Harbor. The new name, new logo and new direction was a reflection of the dynamic changes occurring within the community and the significance of Victor Harbor as the 'Regional Centre' for the Southern Fleurieu Peninsula.

*The City of Victor Harbor Community Plan 2036 and Strategic Directions 2016-2020* reflects a strong commitment to both Arts and Culture and the Mainstreet Precinct. The Town Centre Masterplan resulted in the Mainstreet Public Arts Strategy being adopted, while Stage 1 of the Mainstreet upgrade included the installations of a permanent digital art projector and an artistic way finder. In December 2017 The City of Victor Harbor partnered with Country Arts SA and the District Council of Yankalilla to employ an Arts and Cultural Facilitator. The commission of *The Mainstreet Gateway Public Art Statement* further demonstrates Councils progression toward establishing Victor Harbor as the Fleurieu's regional centre of cultural activity.

## **2.2 Regional Overview**

The City of Victor Harbor covers an area of 38,648 hectares and shares boundaries with Yankalilla and Alexandrina Councils. The City is located 80 kilometres south of Adelaide on the shores of Encounter Bay. The town is the largest population centre on the peninsula containing approximately 15,200 residents. The local economy is based upon agribusiness and health and community services. It is also a highly popular tourism destination. At any given time it is estimated that 2,000 or more additional visitors are residing in the community as tourists or people frequenting their holiday home. At peak tourist season from December to February the population grows to almost 30,000.

Local natural attractions include, Rosetta Head (The Bluff), surf beaches, whale watching and penguin colonies. In addition, there are a number of developed attractions including the Horse Drawn Tram to Granite Island, the South Australian Whale Centre, Encounter Coast Discovery Centre, the Cockle Train and Oceanic Victor Swim with the Tuna experience.

Granite Island is one of South Australia's most visited tourist attractions. Sculptures Encounters- Sculptures by the Sea on Granite Island was launched in December 2017 and is supported by the State Government.

## **2.3 Community Overview**

The township of Victor Harbor has long been a favoured holiday destination. Many visitors have returned to Victor Harbor as residents in their retirement. In fact, Victor Harbor continues to be amongst the fastest growing communities in the State, with an average growth in excess of 3% per annum for the past 10 years. Victor Harbor today however is attracting more than just retirees. The lure of a leisurely lifestyle has seen many families settle in the area. Victor Harbor's close proximity to metropolitan Adelaide has seen an emergence of commuters who live in Victor Harbor for the lifestyle and travel to the metropolitan area for work.

## **2.4 History of Victor Harbor**

Traditionally home of the Ramindjeri clan of the Ngarrindjeri people, the bay on which Victor Harbor sits was discovered by Matthew Flinders in HMS Investigator in April 1802. As part of the first circumnavigation of the continent, Flinders was surveying the then unknown southern Australian coast from the west. He encountered Nicolas Baudin in Le Geographe near the Murray Mouth several kilometres to the east of the present day location of Victor Harbor. Baudin was surveying the coast from the east for Napoleonic France. Although their countries were at war, each captain was given documents by the other nation's government, stating that the ships were on scientific missions, and were therefore not to be regarded as ships of war. Together, the ships returned to the bay and sheltered, while the captains compared notes. Flinders named the bay Encounter Bay after the meeting.

In 1837 Captain Richard Crozier who was en route from Sydney to the Swan River Colony in command of the Cruizer-class HMS Victor anchored just off Granite Island and named the sheltered waters in the lee of the island 'Victor Harbor' after his ship. About the same time two whaling stations were established, one at Rosetta Head (popularly known as "the Bluff") and the other near the point opposite Granite Island. Whale oil became South Australia's first export. From 1839 the whaling station was managed for a time by Captain John Hart, a later Premier of South Australia. The town of Port Victor was laid out on the shores of Victor Harbor in 1863 when the horse-drawn tramway from Goolwa was extended to the harbour. The last whale was caught off Port Victor in 1872.

## 2.5 Strategic Vision for Victor Harbor

*The City of Victor Harbor Community Plan 2036 and Strategic Directions 2016-2020* intends to shape the future of Victor Harbor for the next 20 years and plays an important role in influencing how Council responds to challenges and opportunities. Both plans directly inform Council's annual business plans, which explains what Council does to achieve their vision. Council consulted broadly in the development of these plans. This involved establishing a shared vision for the future of the city and identifying the broad themes that would underpin the objectives and strategies needed to achieve the vision.

The following objectives and strategies highlight the commitment the City of Victor Harbor has made toward cultivating a vibrant Arts and Culture profile.

### *The City of Victor Harbor Community Plan 2036 and Strategic Directions 2016-2020: Objective 2: Attractive lifestyle and Inclusive Community*

*This objective supports strategies that:*

- Cultivate a vibrant community culture.
- Facilitate and support arts and cultural activities, festival and events.
- Activate streets and public spaces to create places for creative and social activities.
- Provide public infrastructure that supports arts and cultural activities.

### *The City of Victor Harbor Community Plan 2036 and Strategic Directions 2016-2020: Objective 3: A thriving local economy*

*This objective supports strategies that:*

- Support Mainstreet precinct and the commercial and community heart of Victor Harbor.
- Promote a culture of innovation, creativity and collaboration.

## 2.6 Supporting frameworks

The strategic frameworks that identify the place, need, scope and themes of this commission are identified within the

- Mainstreet Master plan,
- The Mainstreet Public Art Strategy.
- 'Encounter it All: Victor Harbor Place Brand Guidelines V1'

### *Mainstreet Master plan.*

In 2006 *The Victor Harbor Town Centre Master Plan* was established.

One of the goals in this document aims for Victor Harbor Town Centre to be: A regional focus for cultural activity and expression with a strategy to develop and implement a Public Art Program.

### *Victor Harbor Mainstreet Precinct Public Art Strategy*

In 2015 *The Victor Harbor Mainstreet Precinct Public Art Strategy* was adopted. This strategy outlines the 10 objectives to support and promote the inclusion of a variety of arts activity and projects to be incorporated into to the Mainstreet Precinct. (Appendix A)

### *Encounter it All: Victor Harbor Place Brand Guidelines V1'*

In 2016, The City of Victor Harbor developed a new place brand strategy. Victor Harbor's brand vision is to be recognised as South Australia's premier seaside destination. Its world class pristine coastline framed by a striking rural vista, friendly community and enviable lifestyle, makes Victor Harbor a place where families want to live, businesses choose to invest and visitors continually return.

From the outset, the community has been central to the development of the Victor Harbor place brand. The establishment of the *Community Champions Reference Group* to drive engagement activities using their community networks was pivotal in capturing the many voices of Victor Harbor, including agribusiness, arts and culture, youth, tourism operators, small business, seniors, sporting organisations.

The broad values that came from this consultation included:

- Opportunity
- Nature
- Community
- Encounters.

The keys themes from this consultation that the community identified with Victor Harbor were:

- Beach/Coast
- Granite Island
- Friendly People/Sense of Community
- Family/Children
- Holidays/Tourism
- Landscape/Natural beauty
- Shopping
- The Bluff
- Horse Tram
- Dining



## 2.7 Mainstreet Precinct Upgrade

'Stage 1' of the Master Plan was completed in 2017. This created a design that has transformed the heart of Victor Harbor into a public space which builds on the seaside town's character and historical connections, applying principles of place making, shared streets, disability access compliance and, Water Sensitive Urban Design. This new design now offers an adaptive, inspiring streetscape that encourages both congregation and, safer access for all, providing a centralised major urban plaza for Victor Harbor.

With a focus on functionality, a series of new narratives were applied as part of the urban design using an abstraction of the Southern Right Whale. Paving and landscaping beds represent distinctive barnacle clusters of a whale; the WSUD drainage system reflects the filtering baleen plates; interpretive coastal art is used (includes light projection); curved light poles reflect whale ribs and, the seating is suggestive of whale bones or local landforms.



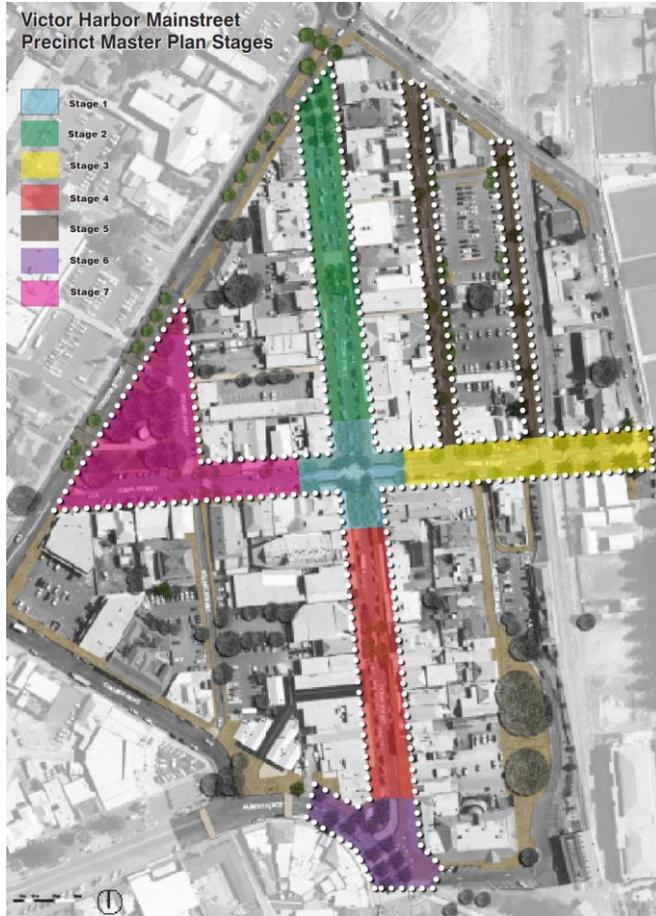
*Images of the completed Stage 1 of the Mainstreet Upgrade.*

Council is currently in the process of undertaking the detailed Design, Documentation and Specifications for the next 'Stage 2', ready for on-site construction delivery in May, 2019.

### 3 PROJECT SITE

#### 3.1 Description of the Site

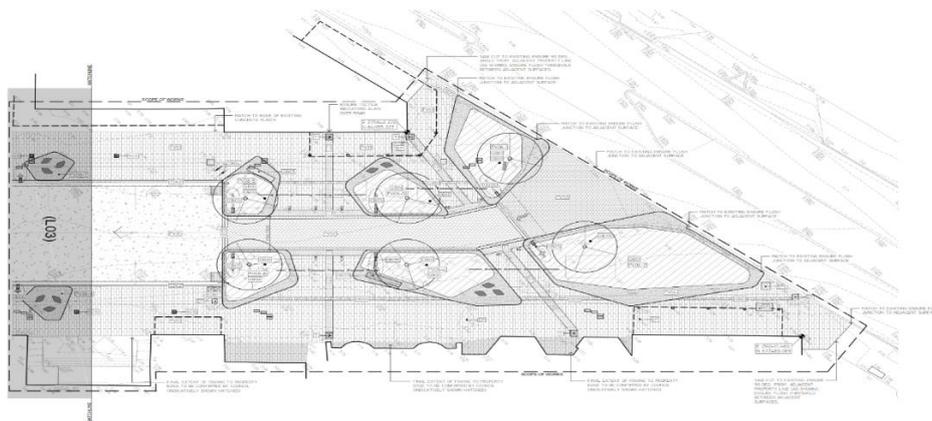
The scope of the project will be limited to the area shown in the following diagrams, keeping in the broader area highlighted in green below ('Stage 2') and more specifically, within the six (6) landscape garden beds (refer to WAX Drawing L02, dated 12/04/18).



Appendix B



Image of the undeveloped site for stage 2



Appendix C



#### 4. **THE ARTWORK**

One of the main goals of *The Mainstreet Gateway Public Art Statement* is to clearly identify an entrance to the main street and draw people into the Precinct. *The Mainstreet Gateway Public Art Statement* will provide an iconic response to South Australia's premier seaside town and will reflect the connection between the town's heritage, surrounding environment and local community. A considered response to the design elements being incorporated into the mainstreet upgrade will be expected. Inclusion of the local natural elements of ocean, wind, sun and granite will be encouraged, along with acknowledgement of some of the themes uncovered during the place brand community consultation process.

It is important to note that the Mainstreet Stage Two Upgrade will include 6 garden beds. Each garden bed will have a phoenix canariensis palm tree in it.

The commissioned art work will be positioned in the north eastern garden bed; however the work could be echoed throughout the other 5 garden beds or, provide an archway over into the south eastern garden bed. Other options offered will also be considered.



*Example of Phoenix Canariensis*

##### **4.1 Target Audience**

This work will be enjoyed by the Victor Harbor community, the main street traders and the numerous tourists who visit Victor Harbor each year. Due to the location, this work will be highly visible to all those driving through the centre of Victor Harbor.

##### **4.2 Materials**

Due to the location and visibility of this work the materials used will need to be durable, robust and vandal resistant. Victor Harbor's environmental conditions include high levels of wind, corrosive sea salt and mist, rain and sun and this will need to be considered in the materials chooses. The materials chosen will need to synergistically compliment the surfaces and finishes, colours and textures used in the Main Street 'Stage 2' design, and this information will be provided, along with a site tour, to the successful artists selected to submit a concept and design.

##### **4.3 Ambience**

*The Mainstreet Gateway Public Art Statement* will provide an invitation to enter and explore. It will capture the curiosity and attention of those travellers approaching Ocean Street, causing them to slow down and turn into the Mainstreet Precinct. It will be a positive iconic place maker that, while attracting attention from a distance, will reveal hidden intricacies and responses to the town when viewed up close. As Victor Harbor is South Australia's premier seaside holiday destination, this work will evoke a feeling of relaxation, fun, curiosity and excitement.

##### **4.4 Copyright**

The artist/s will retain the copyright for the artwork. The City of Victor Harbor will take ownership of the artwork upon completion of the project, and it will become an additional public art and design asset within the City of Victor Harbor.

## 5. **BUDGET**

The City of Victor Harbor currently has **\$80,000** (ex GST) for the design, fabrication/construction and complete installation of *The Mainstreet Gateway Public Art Statement*.

This funding includes \$40,000 from the City of Victor Harbor and \$40,000 from the *Places for People* program through the Department of Planning, Transport and Infrastructure (DPTI).

In August 2018 the City of Victor Harbor will be applying to Arts South Australia for Major Commission funding for this project. If this application is successful the grant would increase the funding available to **\$160,000** (ex GST).

As a result, the City of Victor Harbor will be offering up to 3 artists, \$3,000 each to submit:

**Two** concept and design proposals comprising of

- Option A (to the value of \$80,000 (ex GST )  
**and**
- Option B (to the value of \$160,000. ex GST)

The two options can be completely independent concepts **OR** modifications of the same concept.

The City of Victor Harbor is committed to this project and, if unsuccessful with the Arts South Australia Major Commission funding, will proceed with the successful **Option A** proposal.

## 6. **STAKEHOLDERS**

### 6.1 **Primary Stakeholders**

- City of Victor Harbor as the commissioner of the work
- The Department of Planning, Transport and Infrastructure - *Places for People program*.
- Arts South Australia ( TBC)

### 6.2 **Project Stakeholders**

- The Ocean Street Mainstreet Traders.
- The local community members.

## 7. COMMISSIONING PROCESS

### 7.1 PHASE 1: Expression of Interest (Eoi)

The City of Victor Harbor is seeking Expressions of Interest (Eoi) from artist/s interested in this project by **5pm, Friday 25<sup>th</sup> May, 2018**.

Eoi submissions will need to include:

- A cover letter which outlines your ability to meet the assessment criteria, your availability to meet the project timeframes and requirements and, a response to this Artist Brief.
- CV's of artist/s (no more than 2 pages) including 2 referees.
- Up to 10 high quality JPEG images of relevant previous work with a written description of the images indicating materials, dimensions, location and indicative budget, commissioners and collaborative partners and fabricators as relevant.
- Any other relevant material.

### 7.2 Assessing the EOIs

Applications will be evaluated against the following criteria:

1. Capability, capacity and resources to work within the given timeline and budget.
2. Demonstrated ability to develop concepts and communicate ideas.
3. Visual evidence of artistic merit and innovation.
4. Previous relevant experience in the public realm.
5. Proven experience of realising concepts through to fruition.
6. Demonstrated ability to create work that engages with a broad public.
7. Demonstrated ability to produce permanent and durable work
8. Local artists who submit a response will be considered favourably.

### 7.3 PHASE 2: Concept Design Development

Following the Eoi evaluation process, up to three artists will be invited to each prepare **two** concept design proposals.

Each of the selected artist/s will receive a \$3,000 payment to prepare two concept and design proposals comprising of:

- Option A (to the value of \$80,000 (ex GST))  
**AND**
- Option B (to the value of \$160,000 (ex GST))

This payment includes a mandatory requirement of the artist/s to attend a combined project briefing with the urban designer during the week of **4<sup>th</sup> June**. This will include a site visit. At this meeting the selected artists will be provided with relevant information regarding construction, safety, available services, lighting and planned works near the site.

Concept design proposals must be submitted by **5pm on Friday 6<sup>th</sup> July, 2018**, via Vendor Panel.

The selected artists will be sent an invitation and must be prepared to register with Vendor Panel ([www.vendorpanel.com.au](http://www.vendorpanel.com.au)). This registration is free however will require the artists to provide evidence of Public Liability Insurance to the value of \$20 million and submit a current and task specific Work Health Safety Plan.

The concept design proposal must include:

- A brief paper that describes the concept and artistic approach.
- A site plan showing the location of the proposed artwork.
- Drawings, sketches, elevations and models, if necessary, to convey the concept (*Please note: existing artworks will not be accepted as part of an artist/s concept design proposal*)
- Reference to materials proposed and construction/ fabrication techniques.
- A comprehensive timeline.
- A proposed approach to project management (should the proposal be commissioned) including a declared commitment to:
  - ✓ Work closely with the civil works contractor throughout the planning, construction and installation stages.
  - ✓ Assist Council in the Arts SA Major Commission Grant application.
- A description of how the artist/s will obtain all the necessary approvals and comply with all relevant Australian Standards.
- A description of the installation process.
- Details of other consultants that are to be used to bring the project to fruition
- A preferred approach to payment and administration of funds.
- Maintenance requirements of the proposed work.

A detailed budget must be attached, including:

- Artist/s fees
- All costs associated with the design development stage
- Fabrication costs
- Transport
- Site preparation
- Delivery
- Complete installation costs
- Site clean-up costs
- Contingency.

#### **7.4 Assessing the Concept Design proposals**

Applications will be evaluated against the following criteria:

1. Artistic merit and originality of the concept.
2. Conceptual, aesthetic and technical responses to site and brief.
3. Capacity and resources to adequately manage the project.
4. Capability to obtain the necessary approvals and comply with all relevant Australian Standards.
5. Capability and capacity to fabricate and coordinate the installation of the work
6. Budget and cost breakdown.
7. Proposed timeline.
8. Robustness, durability and design safety of the proposed artwork.
9. Future maintenance required.

## 7.5 PHASE 3: Commissioning, Fabrication and Instalment

The successful applicant will be engaged, through an agreement with Council, to fabricate and install the work on site. It is a condition of this Commission that the successful artist/artist team and any sub-contractors will hold Public Liability Insurance to the value of \$20 million and Workers Insurance coverage during the fabrication and installation of the artworks. At this time, a site specific Safe Work Method Statement will be requested to be provided by the artist.

### 7.6 Artwork life span

The work must have a minimum life span of 20 years. Should artwork be marked for removal, a replacement may take its place.

### 7.7 Artwork Maintenance

The commissioned work shall be installed by the artist who will be responsible for maintenance to these works along with all breakages, cracking or failure to be fit for purpose (excluding standard wear and tear and vandalism) for the 12 months immediately following the final payment. Council will assume responsibility for the maintenance of these assets after this time. A maintenance manual and maintenance schedule must be provided by the artist/s as part of the handover of the artwork.

### 7.8 Project Timeline

ACTIVITY	DATE
<b>PHASE 1</b>	
Circulated to wide distribution	Wed 9 <sup>th</sup> May, 2018
Eol Due	Fri 25 <sup>th</sup> May, 2018
Selected artist notified	Fri 1 <sup>st</sup> June, 2018
Project briefing and site tour	Mon 4 <sup>th</sup> - Fri 8 <sup>th</sup> June, 2018 <i>Date and time TBC</i>
Detailed concepts and designs due	Fri 6 <sup>th</sup> July, 2018
Commissioned artist notified.	Tues 24 <sup>th</sup> July, 2018
Arts SA Major Commission Grant application preparation	Tues 17 <sup>th</sup> July- Fri 3 <sup>rd</sup> Aug, 2018
Arts SA Major Commission Grant application due date	Mon 13 <sup>th</sup> August, 2018
Results of Arts SA Major Commission Grant application announced	November, 2018
Commissioned artist contracted to begin work	December, 2018

## 8. APPENDICES

A/ Victor Harbor Mainstreet Public Art Strategy

B/ Mainstreet Master Plan- Staged plan

C/ Mainstreet upgrade Stage 2: WAX Drawing L02, dated 12/04/18.