



## Calling Artists and Designers to Register

### For future public art projects in the George Town Municipality

The George Town Placemaking Committee has a range of projects that, on behalf of the George Town Council, we are seeking to implement across the municipality. We would like to utilise the skills and experience of local artists who know the region well and have an attachment to, or affiliation with, our community and environment.

Some examples of the projects that the committee are considering include a whole of region art trail, street art including themed micro projects, sculptures, murals, 3D interactive paintings, notice boards, bespoke commissions such as recreational furniture, mosaics, carvings, topiary, painted bollards and so much more.

If you are a suitably qualified and inspired artist, an arts collective or public art design team located within or associated with the George Town broader community with artistic ideas for the community and the demonstrable skills to deliver a project, we would love to hear from you!

We aim to collect a range of applicant details that will be drawn on over the next 24 months according to the specific project.

#### **WHO ARE WE?**

The George Town Placemaking Committee is a special committee of George Town Council formed under Section 24 of the Tasmanian Local Government Act.

#### **OUR AIM:**

The Place Making Committee aims to enhance public spaces and strengthen the connection between people and places within the George Town municipal area through advice and recommendations to the George Town Council, coordination and synergizing with other placemakers, and consultation with key stakeholders, in order to grow the sense of community pride, ownership, and spirit.

The aspiration for the George Town Placemaking Committee is to capture the essence of our community, to resonate with locals and to celebrate this positive attribute with visitors

The significance of the work in scale, location, meaning and execution will reinforce George Town's Placemaking vision through a highly creative expression, and deliver a valued addition to its public art portfolio. The artwork will be vivid, colourful and engaging during day and night.

#### **OBJECTIVES:**

The Committee will:

- Work collaboratively as a group to provide advice and recommendations to the George Town Council on placemaking projects and activities within the George Town Municipal Area, as well as the development of strategies and plans as requested by Council.





- Engage placemakers within the community to the discussions and deliberations of the Committee in order to synergise placemaking efforts across the municipality,
- Provide for the co-ordination and information sharing of placemaking efforts with the operational taskings of the General Manager and their staff,
- Promote projects to Council to be made 'shovel ready' in order to seek funding opportunities through eligible grants,
- Engage in consultation with the community to inform the recommendations and advice it gives to Council,

## PLACEMAKING PRINCIPLES

The following principles capture the values of a placemaking approach across the George Town municipal area

These principles should be used as a guide for projects in activity centres' as a means of outlining what a successful placemaking approach will achieve.

- Respond to the essential character of the place
- Be meaningful to people; culturally, emotionally and spiritually
- Involve local people in the place's planning and production
- Be attractive to people; physically and intellectually
- Provide a choice of experiences
- Be sustainable economically and environmentally
- Align with Council's Strategic Plan, goals and vision for the community

## GEORGE TOWN COUNCIL MISSION

George Town Council will strive to achieve the community's vision of a vibrant, engaged and diverse municipality through: the provision of quality and affordable services, the usage of available assets and resources, the application of sound governance principles and prudent financial management and a focus on sustainability in all that we do.

## GEORGE TOWN COUNCIL STRATEGIC PLAN

The ten-year goals of Council are to:

1. Foster the growth of a diverse business and industry mix and to foster population growth.
2. Support an active, vibrant, and culturally diverse community life that enjoys liveable and amenity rich neighbourhoods.
3. Conserve our natural environment and heritage and ensure it is enjoyed by our community, visitors and future generations.
4. Strengthen the vibrancy of our towns and enhance the benefits of living in a rural setting and living close to the river and coast.
5. Ensure Council listens to and understands community needs and continues to make responsible decisions on behalf of the community.





## KEY ELEMENTS OF THE STRATEGIC PLAN RELATING TO PLACEMAKING

### **Built environment, vibrant towns with coastal connections and rural lifestyles.**

Our built environment concerns the places where we live, work, shop and play and it also includes the roads that get us to and from these places. As the Planning Authority, Council has a role in ensuring new development is fair, sustainable and able to withstand natural hazards, in places that are well serviced by roads, water and sewage. Council also provides for and manages local roads and footpaths, open space and sports and recreation facilities. The needs of the community will change over time due to population ageing and trends (such as the identified global trend of people participating in individual sports rather than team sports). The George Town municipality has a strong connection to water with much of our recreational opportunities and lifestyle tied to the foreshores. Central to George Town's sense of place and pride is its connection to the river and the ocean. A high-quality urban environment coupled with activities, services and events for all members of the community ensure our towns remain liveable and vibrant. There are opportunities to enhance the vibrancy of the George Town centre by highlighting the connections to the water, develop the streetscape and enable diverse uses of the or retail spaces in Macquarie Street.

### **PUBLIC ART**

Arts and cultural programming in public spaces, and public art create opportunities to enrich the experience of public spaces and provides a platform for local stories to be shared. Public art plays a valuable role in enhancing the pedestrian experience and adding elements of surprise into the environment. Art in public spaces positively influences how people feel about where they live

### **CALL FOR INTEREST:**

Artists and collectives submit an application that includes:

- Your resume
- Images of you work
- Short statement outlining your connection to the region/municipality
- Short statement outlining examples where you have worked with the community to gain inspiration and input
- Short statement on concepts or ideas for our area

**These applications will be kept on file and when there is a specific project, applicants with the appropriate background will be invited to provide a more detailed response.**

Please note: Council staff, their immediate family or members of the Placemaking Committee are ineligible to tender for these artistic commissions.

For more information, or to submit an expression of interest, please contact Cr Justine Brooks, Chair of the Placemaking Committee at [Placemaking@georgetown.tas.gov.au](mailto:Placemaking@georgetown.tas.gov.au)

Media Enquiries: Contact Shane Power, General Manager – 03 6382 8800

