



Public Art Commission
**2023 Christmas
Decorations**

CITY OF VICTOR HARBOR PUBLIC ART COMMISSION 2023 Christmas Decorations

The City of Victor Harbor is currently seeking interest from local and South Australia artists to deliver a series of temporary / seasonal public art installations to form part of Victor Harbor's 2023 and ongoing Christmas Decorations program.

Submit to

City of Victor Harbor
PO BOX 11
Victor Harbor, SA 5211
Email: localgov@victor.sa.gov.au
Please include: Ref # 2023 Christmas
Decorations

For more information

Mia Stocks
Arts and Cultural Facilitator
City of Victor Harbor
Phone: 8551 0781 or 0487 059 400
Email: mstocks@victor.sa.gov.au

1. Introduction

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 2023 Christmas decorations program is in response to a desire from the community to have an increased presence of Christmas and festive decorations in the City during and leading up to the annual Christmas holiday period.

This opportunity is intended for an artist/artist team, to build on the existing sense of place that is Victor Harbor, as identified through the Victor Harbor Destination Brand Manifesto (refer Attachment C).

The robust and easily installable artwork pieces are intended to be positioned along the high-volume traffic areas of Victor Harbor increasing the level of exposure of this public art to the community and visitors.

The artwork sought through this commissioning process will form part of a broader program of Christmas decoration installations occurring across the City.

The process will involve the appointment of three artists to prepare concepts for consideration by the Council's Arts and Cultural Advisory Group and the Council. Artists invited to prepare concepts will be paid \$1,000 per artist, while the successful artist will have a commissioning budget of \$30,000 (ex GST) including costs associated with the 2023 installation.

Submissions are encouraged from South Australian based artists/artist teams who have experience working in the public realm.

2. Background

2.1 Commissioning organisation - City of Victor Harbor

The City of Victor Harbor is a local government area located in the southern portion of South Australia's Fleurieu Peninsula, just under an hour's drive due south of Adelaide.

With a rapidly growing population, 4 schools and a large range of shops and services, Victor Harbor is considered the 'Regional Centre' of the Southern Fleurieu. Victor Harbor is also one of the most popular coastal playgrounds in South Australia and has been a favourite holiday destination with families since the late 1800s.

The City of Victor Harbor Community Plan 2030 reflects a strong commitment to both Arts and Culture. This commitment is also embedded throughout the Town Centre Masterplan, the Mainstreet Precinct Master Plan and solidified through the Mainstreet Public Arts Strategy.

2.2 Regional Overview


The Victor Harbor region has an enviable natural environment that offers a highly desirable coastal lifestyle that has long been a favoured holiday destination and 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's proximity to metropolitan Adelaide has also seen an emergence of new resident entrepreneurs who can work from home, and commuters who live in Victor and travel to the metropolitan area for work. Working from home opportunities are expected to grow following changes in workplaces experienced during COVID-19.

2.3 Supporting Strategic Frameworks

The strategic objectives of the Council and the methodology applied to this public art commission have been informed by the following documents.

- **Community Plan 2030:** Adopted in 2020, the Community Plan 2030 clearly states four aspirations for the City. The second being that: We have a culture of innovation, collaboration, and creativity.
- **Culture Strategy – Arts and Heritage:** Adopted in 2022, the strategy is all about working with and supporting our community. The wealth of artistic potential sits in the hands of artists, cultural organisations, industry, and the local community. Council's role is to enable and activate that potential through its areas of influence.
- **City of Victor Harbor Public Art Policy:** In 2020 the City of Victor Harbor Public Art Policy was adopted. This policy ensures a strategic approach to the commissioning and acquisition of quality permanent and temporary public art that will enhance the cultural life of the City of Victor Harbor and bring diversity and vibrancy to the public realm.

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- To see our community prosper and flourish, there is a need to embrace new ideas and technology to create opportunities. There is potential to use the creativity within Victor Harbor to enhance our city's vibrancy at the same time as expanding our local economy. The council understands the importance of providing the right conditions for individuals and the community to prosper, and recognises the importance of collaboration with all levels of government, regional bodies, private sector and the wider community to achieve this. Art in all forms has the capacity to enrich people's lives and contribute to creating a strong, healthy and connected community. The increasing emergence of arts and cultural activity in Victor Harbor has provided important social and economic benefits to the city. There is an opportunity to develop this further.
 - **Victor Harbor Destination Brand:** The City of Victor Harbor in partnership with Business Victor Harbor have recently prepared a new Destination Brand for Victor Harbor, based upon engagement with the community to understand and articulate the essence of Victor Harbor.

The Brand Manifesto, prepared as a part of the brand development provides a clearly articulated description of what is special about Victor Harbor as a place.



3. The Artwork

In designing Christmas decorations concepts and proposals the artists will need to draw upon the 'sense of place' that is Victor Harbor as outlined through the Destination Brand Manifesto – refer Attachment C.

It is envisaged that the artist will also draw on the natural beauty of Victor Harbor and the coastal environments while designing decorations that also reflect a common connection to Christmas and the broader festive season.

Artists while designing the public art pieces will need to consider the practical installation (and removal) and the longer-term durability and or replacement costs associated with the art, ensuring longer application.

Consideration should be given to how the art will be consumed by the community and visitors, either as pedestrians or travelling by vehicle.

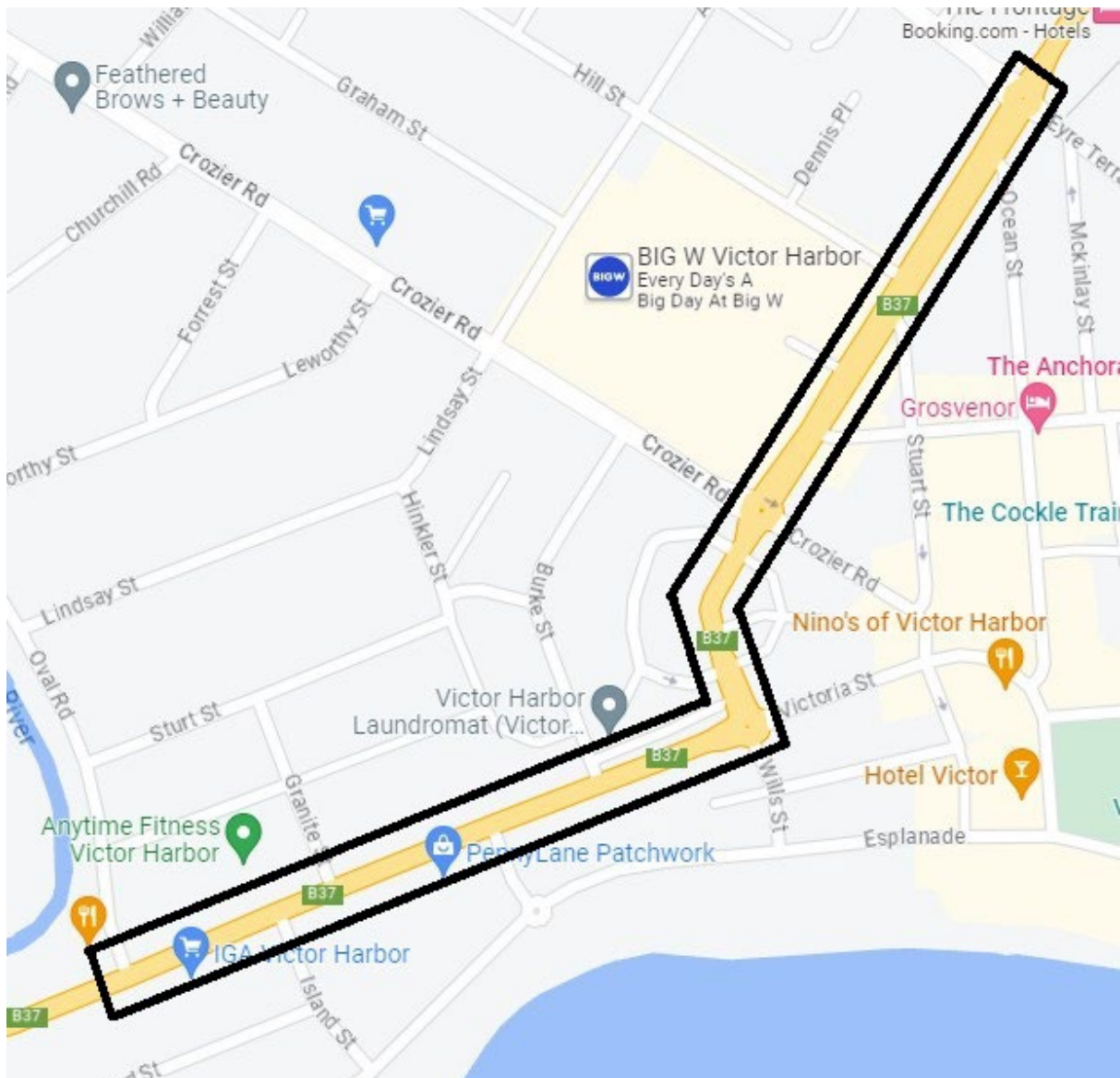
4. Project Site Area

The intention of this public art installation is for art pieces to be installed on either Council or non-Council assets (i.e. SA Power Networks, Department Transport & Infrastructure), positioned along Torrens Road and Victoria Street (including adjacent reserves).

The appointed artist will be responsible for gaining approvals from the relevant authorities, including the provision of any technical drawings and specifications that support the approval process.

The installation of public art will need to give consideration to pedestrian access (i.e. DDA requirements) and structural integrity of fixings on infrastructure or natural assets (i.e. trees).

Identified installation sites will need to consider access for workers to install decorations in a safe and easy manner.





Installation

4.1 Supporting Infrastructure

Proposals that include the need for a power will need to include how a connection to supply will be achieved and the cost of supply will need to be included in the artists detailed budget.

4.2 Approval Processes

It will be responsibility of the artist to seek approvals of any relevant authorities and provide the relevant documentation, however Council will assist with the facilitation of approval, seeking to expediate the process.

4.3 Materials

Due to the location and visibility of this work the materials used will need to be high quality, robust, tolerable of harsh coastal condition, easily maintainable, non-reflective 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 as presented in the Victor Harbor Destination Brand – Style Guide, this information will be provided, along with a site tour, to the successful artists selected to submit a concept and design.

Other Considerations

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. It will become an additional public art and design asset within the City of Victor Harbor.

4.5 Artist Agreement

The successful artist appointed to deliver the project will be required to enter into a standard public art commissioning agreement, a copy of the draft agreement is available upon request.

5. Budget

The City of Victor Harbor currently has **\$33,000** (ex GST) for the design, fabrication/construction and complete installation of Christmas Decorations art pieces.

The City of Victor Harbor will be shortlisting up to three artists that submit an EOI, \$1,000 (ex GST) each to submit one concept and design proposal to the value of up to \$30,000 (ex GST).

6. Stakeholders

Primary Stakeholders include both the City of Victor Harbor as the commissioner of the work and the funding partner. Concept artist selection and assessment will be undertaken by the Council's Arts and Cultural Advisory Group.

7. Commissioning Process



7.1 Expression of Interest (Phase 1)

The City of Victor Harbor is seeking Expressions of Interest (EOI) from artists interested in this project.

Expression of Interest 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 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.

Assessment Criteria:

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

Artist Expressions of Interest proposals must be submitted by **5pm on Monday 14 August 2023**, via localgov@victor.sa.gov.au.

Following the Expression of Interest (EOI) evaluation process, up to three artists will be engaged to each prepare concept and design proposals.

7.2 Concept Design Development (Phase 2)

Each of the selected artists will receive a \$1,000 (ex GST) payment to prepare one concept and design proposal to the value of \$30,000 (ex GST).

Concept design proposals must be submitted by **5pm on Thursday 14 September 2023**, via localgov@victor.sa.gov.au.

The successful artists will be required to provide evidence of Public Liability Insurance to the value of \$20 million and submit a current and task specific Work Health Safety Plan.

Artist / artist teams will also need to be available to present their concept design proposals to the Assessment Panel at **4pm Monday 18 September 2023**.

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:
 - 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 schedule outlining ongoing maintenance requirements of the proposed work.
 - Agreement to work closely with the civil works contractor throughout the planning, construction and installation stages.
- A **detailed budget** must be attached, including:
 - Artist and contractor fees
 - All costs associated with the design development stage (including structural engineering assessment)
 - Fabrication and footings costs
 - Transport
 - Site preparation including connection to power and water
 - Delivery
 - Complete installation costs (including traffic management and arborist attendance)
 - Site clean-up costs
 - Contingency

Assessment Criteria Concept Design:

Applications will be evaluated against the following criteria:

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

7.3 Commissioning, Fabrication and Instalment (Phase 3)

The successful applicant will be engaged, through a purchase order with Council, to prepare the final design and fabricate the work ready for installation. Details of how the public art will be installed, relevant approvals required and the needs for traffic management will need to be identified in the submission and quoted separately.

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 **Job Safety Assessment** and **Safe Work Method Statement** will be requested to be provided by the artist.

7.4 Artwork life span (Phase 4)

The work must have a minimum life span of 5 years. Should artwork be marked for removal, a replacement may take its place.

7.5 Artwork Maintenance (Phase 5)

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 period that the artwork are installed in the 2023/24 festive season. 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.

9. Project Timeline

Please note that these times frames are indicative and subject to change.

PHASE 1	
Circulated to wide distribution	26 July 2023
Expression of Interests due	14 August 2023
PHASE 2	
Assessment Panel review EOI's	16 August 2023
Selected artist notified (prior to)	21 August 2023
Project briefing and site tour	TBC
Detailed concepts and designs due	14 September 2023
Presentations to Assessment Panel	18 September 2023
Assessment Panel provide recommendations to City of Victor Harbor for approval	25 September 2023
PHASE 3	
Commissioned artist notified	26 September 2023
Commissioned artist contracted to begin work	Upon signing of commissioning agreement.
All approvals to be granted prior to installation	TBC
Installation of artwork to occur	27 November to 1 December *subject to slight negotiation

10. Further Reading

- A – [City of Victor Harbor - Public Art Policy](#)
- B - [Victor Harbor Mainstreet Public Art Strategy](#)
- C – [Victor Harbor Destination Brand Manifesto](#)

city of
Victor Harbor



STAY IN TOUCH

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from your Council?**
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www.victor.sa.gov.au