DOCKLANDS COORDINATION COMMITTEE REPORT

DOCKLANDS – ARTS AND CULTURE ADVISORY MECHANISMS

Division Community and Culture

Presenter Morris Bellamy, Manager Arts and Culture

Purpose

1. To propose advisory arrangements for promoting art and culture in Docklands.

Recommendation from Management

2. That the Docklands Coordination Committee endorse the advisory mechanisms for arts and culture in Docklands through the Docklands Cultural Development Group and notes VicUrban’s role in convening the Docklands Urban Art Coordination Group.

Background

3. The Docklands Coordination Committee previously considered a report on advisory arrangements for arts and culture at its meeting of 3 June 2008. Subsequently, there was a public call for expressions of interest in participating on the Docklands Cultural Development Group (which closed in November 2008) and further review of proposed arrangements, including terms of reference, in consultation with VicUrban and the City of Melbourne.

4. The arts and cultural development of Docklands has been a high priority, since the inception of this major waterfront redevelopment in 1991. From the outset, each development agreement has provided for a one percent contribution towards integrated public art from each developer. VicUrban indicates on its current website, that through this process ‘$15 million worth of artworks has been integrated into the Docklands precinct, as at 30 June 2006’.

5. When the City of Melbourne assumed responsibility as the municipal authority for Docklands from 1 July 2007, it outlined a number of commitments in the document ‘Delivering for Docklands 2007-2010’. This included a specific commitment by Council to ‘convene a Docklands arts forum to promote a vibrant, local arts scene for visitors and residents’. While VicUrban remains responsible for administration of the developers’ contribution to urban art via the Docklands Urban Art Policy, the City is committed to further enhancing the cultural reputation of Docklands.

6. This report outlines the proposed advisory mechanisms for arts and culture in Docklands. Attachment 1 represents this arrangement in a diagram. In summary there are two groups with distinct, but interrelated, functions:
Docklands Cultural Development Group

6.1. This group will be convened by the City of Melbourne and is broad in its membership and scope. This group will be the forum to promote a vibrant, local arts scene, as set out in ‘Delivering for Docklands’. Attachment 2 of this report provides draft terms of reference and proposed membership for the Docklands Cultural Development Group.

Docklands Urban Art Coordination Group

6.2. This group will be convened by VicUrban. Membership is limited to VicUrban and City of Melbourne staff. The principle purpose of the group is to liaise on initiatives, which are subject to VicUrban approval, through the Percent for Art policy. The function of this group is important because the ownership of a proportion of public art, delivered through VicUrban’s Percent for Art policy, is transferred into the Council’s Art and Heritage Collection. Attachment 3 provides the terms of reference for the Docklands Urban Art Coordination Group.

7. A number of public artworks at Docklands were transferred to Council’s Art and Heritage Collection on 1 July 2007. These comprise Reed Vessel, Signature Work, Aurora, Silence, Blowhole and Cow Up A Tree. The ongoing responsibility for maintenance and collection management of these artworks is vested with the City of Melbourne.

8. The case for the City of Melbourne establishing the Docklands Cultural Development Group can be summarised as follows:

8.1. It represents a grass roots approach for cultural development, seeking to mobilise a wide range of stakeholders;

8.2. The potential for arts and cultural activity in Docklands goes beyond those projects that are directly funded through the Docklands Urban Art Policy, hence the need for a group with a brief that extends beyond urban art and addresses a broad range of cultural initiatives; and

8.3. It is an appropriate function of the City of Melbourne to support a precinct-based focus for Docklands over the next few years. This is in the context of the recent assumption by the City of Melbourne as the municipal authority and the shared vision to create a vibrant and engaged community in Docklands that links to Melbourne’s overall strength in arts and culture.

Relation to Council Policy

9. ‘Delivering for Docklands 2007-2010’ includes a specific commitment to develop a Docklands arts forum and to ‘strengthen arts opportunities for Docklands residents and the general public’.

Consultation

10. VicUrban was consulted in the preparation of this report. Consultation also occurred with Arts Victoria and Council’s Arts Advisory Board and Public Art Committee. Discussions on proposed membership have also occurred with the Docklands Community Association and several businesses, community groups, developers and artists.

Finance

11. There are no direct financial implications of this report. Several arts projects have been initiated in the Docklands precinct through existing funding by the Arts and Culture Branch, and Events Melbourne. VicUrban’s Percent for Art policy is essentially funded through development agreements. Any significant new proposals would be subject to Council’s normal budget process for approval.
12. There is current budget provision for maintenance of the Docklands artworks in the City of Melbourne’s Art and Heritage Collection.

Legal

13. No direct legal issues arise from the recommendation from management.

Attachments:
1. Docklands Arts and Culture Advisory Mechanisms
2. Docklands Arts Development Group - Draft Terms of Reference and Proposed Membership
3. Docklands Urban Art Coordination Group – Term of Reference
Docklands Coordination Committee

Melbourne City Council and Committees

- Broad arts / cultural promotion for Docklands
- Activities lead by community and arts sector

Membership
- Resident
- Business
- Developer
- Community organisation
- Artist
- Council Arts Advisory Panel
- VicUrban nominee

Docklands Cultural Development Group

VicUrban Board

- Liaison on urban art projects generated through the Docklands Urban Art Policy

Membership
- VicUrban staff - cultural initiatives, urban design and planning
- Council staff – public art; collection management; urban design

Docklands Urban Art Coordination Group
The Docklands area of Melbourne is a new inner city precinct designed for living, business and entertainment. It is a fast-growing precinct which officially became part of the City of Melbourne municipality on 1 July 2007.

The City of Melbourne has published a three year strategy for the precinct entitled “Delivering for Docklands” which includes strategies aimed at delivering for the residential community, the business community and for the economic wellbeing and vibrancy of Docklands.

The City of Melbourne recognises that a strong arts presence brings energy and vitality to a city, contributing to the quality of life, celebration of place, community wellbeing, social inclusion and community building.

As part of this recognition, the City of Melbourne has established the Docklands Cultural Development Group, an external advisory group comprising representatives of the city; local residents, businesses and developers; VicUrban (the Victorian Government’s sustainable land development agency); and the arts and cultural industries.

1. The Purpose of the Docklands Cultural Development Group

The Docklands Cultural Development Group (DCDG) has been established by the City of Melbourne to provide advice to the Arts and Culture Branch and to Council on issues, strategies and policy development that will enhance the development of the arts and cultural activity in the Docklands precinct for the benefit of residents, businesses and visitors.

2. The Role of the Docklands Cultural Development Group

The role of the Docklands Cultural Development Group is to:

2.1. contribute advice to the City of Melbourne and staff to ensure that its arts and culture policies are applied to Docklands as to other precincts of the city;
2.2. encourage community engagement and participation in arts and cultural activities in Docklands;
2.3. contribute advice as to specific opportunities and/or challenges in the Docklands precinct related to the enhancement of the precinct’s arts and cultural activity in the precinct;
2.4. stimulate dialogue and debate through raising contemporary issues with staff and Council;
2.5. comment on arts and culture projects and policies as they relate to Docklands;
2.6. advocate for the importance of arts and culture infrastructure and activity in Docklands; and
2.7. support the City of Melbourne in its capital city leadership role in the arts.

The Docklands Cultural Development Group is not responsible for the Integrated Urban Art Program managed by VicUrban and Docklands developers.

Membership of the Docklands Cultural Development Group is initially for two years.

Members of the Docklands Cultural Development Group are expected to be active participants and regularly attend meetings in order to provide continuity of discussion.

3. Terms of Reference for the Docklands Arts Development Group

3.1. To provide advice and recommendations on the development of the City of Melbourne’s strategies, policies and projects pertaining to arts and cultural activity in Docklands.

3.2. To provide advice to the City of Melbourne regarding its strategic planning and development activities within the precinct.

3.3. To provide advice and recommendations on cultural activities in the precinct.

3.4. To support the work of the City of Melbourne, in particular the Arts and Culture Branch, in developing partnerships with the community, businesses, developers and the government sector to promote and develop arts and cultural activities in the precinct.

3.5. To advise the Council on matters which impact on the cultural development of the precinct.

3.6. To make recommendations regarding the City of Melbourne’s proposed and existing arts and cultural initiatives in Docklands.

4. Policy Context for the Docklands Cultural Development Group

The Terms of Reference are presented in the context of the following policies and strategies to which Council is committed:

4.2. City Plan 2010;
4.3. Delivering for Docklands 2007-2010;
4.4. Public Art Strategy 2001; and

5. Operation of the Docklands Cultural Development Group

5.1. The Docklands Cultural Development Group will meet approximately bi-monthly, at least four times per year for two hours.

5.2. The Arts and Culture Branch will provide secretarial/administrative support to the Docklands Cultural Development Group.

5.3. The Manager Arts and Culture will have responsibility for convening the Docklands Cultural Development Group.

5.4. All new Docklands Cultural Development Group members will receive an induction into the Terms of Reference of the group.

5.5. Outcomes from the Docklands Cultural Development Group will be reported to the City of Melbourne’s Arts Advisory Board and matters may be referred from Docklands Cultural Development Group to the Arts Advisory Board for further consideration.

5.6. VicUrban convenes a separate committee, entitled the Docklands Urban Art Coordination Group. The Docklands Urban Art Coordination Group specifically liaises between VicUrban and the City of Melbourne on projects which are funded through the Docklands Percent for Art policy of VicUrban. The Docklands Cultural Development Group works separately and independently of the Docklands Urban Art Coordination Group.

6. Membership of the Docklands Cultural Development Group

6.1. There will be up to eight (8) external members of the Docklands Cultural Development Group.

These will comprise expert and interested individuals representing:

6.1.1. residents;
6.1.2. local businesses;
6.1.3. local developers;
6.1.4. the arts and culture industry and arts organisations; and
6.1.5. other City of Melbourne arts advisory committees.

6.2. The Manager Arts and Culture will allocate City of Melbourne staff resources and other support to the Docklands Cultural Development Group.

6.3. A minimum of four (4) members of the Docklands Cultural Development Group is required to form a quorum for each meeting.
6.4. The Docklands Cultural Development Group may when necessary create working groups and co-opt membership to assist with its discussions.

6.5. Members will be appointed for a period of two years. Terms may be extended by the Manager Arts and Culture.

6.6. Any member who does not attend three (3) consecutive meetings and does not advise the Manager Arts and Culture will be deemed to have resigned.
## Proposed Membership of Docklands Cultural Development Group

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<thead>
<tr>
<th>Name</th>
<th>Role</th>
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<tbody>
<tr>
<td>Fiona Maxwell</td>
<td>Chair&lt;br&gt;Executive Director, Next Wave Festival</td>
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<tr>
<td>Michael Buxton</td>
<td>Developer&lt;br&gt;MAB</td>
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<tr>
<td>Deane Hardwick</td>
<td>Resident&lt;br&gt;Nominated by Docklands Community Association</td>
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<tr>
<td>Tara Strong</td>
<td>Business&lt;br&gt;Peer to Peer Docklands</td>
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<tr>
<td>Marg Harris</td>
<td>Business – art gallery&lt;br&gt;Coordinator of Contempra</td>
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<tr>
<td>Martin Renaud</td>
<td>Business – community group&lt;br&gt;Open Channel</td>
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<tr>
<td>Vanessa Walker</td>
<td>VicUrban nominee&lt;br&gt;Cultural Initiatives Director</td>
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<tr>
<td>Mick Douglas</td>
<td>Nominee from City of Melbourne’s Arts Advisory Committee&lt;br&gt;Public Art Committee member</td>
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<tr>
<td>Robert Owen</td>
<td>Artist&lt;br&gt;Webb Bridge creator</td>
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<tr>
<td>Kyle Johnston</td>
<td>General Manager Asset Operations, ING Real Estate Development</td>
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1.0 OVERVIEW

1.1 The Docklands Integrated Urban Art Policy is embedded in development agreements between VicUrban and individual Docklands developers and has been implemented for over ten years. The Policy requires developers to spend 1% of development costs on urban art (known as the Urban Art Contribution). *Art Destination – Integrated Urban Art Program 2005 (Attachment 1)* summarises the objectives, guiding principles and achievements of the Policy. The Policy is being updated in 2009 to reflect changing opportunities and development priorities in Docklands.

1.2 In its role as the development authority for Docklands, VicUrban is responsible for the approval of expenditure of the Urban Art Contribution for each development. Consultation with the City of Melbourne is to be undertaken on public art proposals and related issues, which is important because many artworks are handed over to the City’s Public Art Collection after practical completion of the project. Specific statutory planning matters relating to public art are referred by VicUrban to the relevant authorities.

1.3 The Docklands Urban Art Coordination Group (‘DUACG’) has been established by VicUrban to provide advice to VicUrban on public art issues that will enhance the urban environment and cultural vitality of Docklands and to assist VicUrban in the implementation of the Docklands Integrated Urban Art Policy.

2.0 MEMBERSHIP

2.1 The membership of the DUACG shall comprise staff of the City of Melbourne and VicUrban only and shall include up to six (6) members with the following positions:

(a) Cultural Initiatives Director, VicUrban (as Chair);
(b) Senior Urban Designer - Docklands, VicUrban (or delegated representative);
(c) Docklands Development Director (or delegated representative);
(d) Public Art Program Manager, City of Melbourne;
(e) Art and Heritage Collections Manager, City of Melbourne;
(f) Manager Urban Design, City of Melbourne.

2.2 The Cultural Initiatives Director, VicUrban shall determine VicUrban staff membership and attendees as required and shall invite City of Melbourne members and attendees in consultation with the Manager Arts and Culture, City of Melbourne.

2.3 The membership of the DUACG will be reviewed by VicUrban every two years.
3.0 FUNCTIONS

3.1 Specifically, the DUACG shall:

- provide advice to VicUrban regarding specific public art proposals and projects relating to the Docklands Integrated Urban Art Policy;
- provide VicUrban with art collection management advice for Docklands public art proposals;
- inform VicUrban about any relevant public art proposals or policies in Docklands proposed by the City of Melbourne or other entity.

3.2 The DUACG shall be guided by the following principles:

- Planning for art projects will be integrated with planning and design of public spaces and the selection of sites for the integration of art will be determined as early as possible in the overall master planning process.
- Processes for curating and managing art projects will be approved by VicUrban to ensure professional and detailed art project management and project quality control.
- In planning the art for each development, the Objectives and Key Principles articulated in the Docklands Integrated Urban Art Policy will guide decisions regarding the selection and suitability of art.
- Consultation will be undertaken with the City of Melbourne to ensure that public art in Docklands meets Council requirements with respect to their art policy, public safety and maintenance.
- All commissions should be durable and require minimal maintenance.
- The art program aims to showcase Australian and international artists, providing opportunities for emerging and established artists. It is expected that due to the diverse backgrounds of Australian Artists, a wide range of cultural perspectives will be part of the mix including indigenous and non-indigenous artists.

4.0 PROCEDURES

4.1 The Panel meetings shall be monthly or as required to enable it to fulfil its responsibilities.

5.0 ADMINISTRATION

5.1 The Cultural Initiatives Director shall act as secretary to meetings of the Panel and shall prepare a copy of meeting minutes for circulation to members.