

BRECKNOCK CONSULTING P/L – Cultural Planning & Public Art Project Records

CULTURAL PLANNING & POLICY CONSULTANCIES

Selected Cultural Planning Projects

The following are a small selection of cultural strategy projects undertaken since 2011 and represent some of the most significant examples of the range of work undertaken during this period.

2014 – 2020: Creative Bureaucracy

The *Creative Bureaucracy* for the City of Adelaide and the SA Government involved Charles Landry from the UK, Margie Caust, Tim Mares and Richard Brecknock was initiated in 2014, with the second stage taking place in 2019-20. The project focuses on how the City of Adelaide and State Government address issues of creativity within their organisational structures and has worked through the 2020 pandemic with the organisations and individual bureaucrats to investigate opportunities for creative solutions to the wicked problems bureaucracy has had to address during this difficult period.

2015-16: Bathurst Region Cultural Vision 2035

Brecknock Consulting in association with Andrew Bleby & Associates was engaged in 2014 by Bathurst Regional Council to develop a 20 year Cultural Plan for the Bathurst region. The project included: extensive stakeholder, community and Elected Member consultation; auditing of Council's cultural facilities and programs; and national and international research into the future trends for "Next Practice" cultural service delivery, specifically in relation to libraries, art galleries, performing art centres and museums.

[See PDF copy on Download Page]

2015: Creative Boom

The *Creative Boom* consultancy was a partnership with Margie Caust, for the SA Arts Industry Council and the Department of State Development. Team undertake research into four Creative Industry sectors in South Australia. The sectors were Screen, Festivals, Theatre for Young Audiences and the Crafts. The Discussion Paper provides detailed analysis of the structure, economic evidence and value chains of the sectors and preliminary findings on opportunities to support and grow these creative sectors.

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2015 Market District Plan

Brecknock Consulting was engaged by Adelaide City Council as Cultural Planning advisor to the planning team developing the 2015 Market District Plan that includes Adelaide's iconic central produce markets, China Town, multicultural Gouger Street and Victoria Square / Tarntanyangga. The project involved extensive community consultation, team planning sessions and the preparation of a Cultural Directions Papers to inform the overall Market District Plan.

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2011-12: CREATIVE HOBART - Cultural Strategy

Brecknock Consulting was engaged in 2011 by Hobart City Council to undertake a process of extensive internal and external consultation, including forums and online public and cultural sector surveys. CREATIVE HOBART is based on a holistic vision that in a contemporary urban environment, cultural activity needs to be built on the recognition that the growth of the cultural and creative industries provides a real opportunity to build community wellbeing, create a culturally rich sense of place and contribute to economic viability.

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The Intercultural City: Planning for the Diversity Advantage

COMEDIA, UK, 2005-2006

Brecknock Consulting worked in association with COMEDIA, Britain's leading cultural "think tank" on the development of a major international research project into the benefits of diversity to cities, including a range of Australian and New Zealand cities. The core team included Charles Landry, Phil Wood, Franco Bianchini, Jude Bloomfield and Richard Brecknock.

The study's rationale was that the intercultural approach goes beyond equal opportunities and respect for existing cultural differences to the pluralist transformation of public space, institutions and civic culture. This concept does not recognise cultural boundaries as fixed, but in a state of flux and remaking. An intercultural approach aims to facilitate dialogue, exchange and reciprocal understanding between people of different backgrounds. Therefore, the study's fundamental assertion was that increased interaction between ethnic cultures will produce social and economic innovations which will drive the prosperity and quality of life of our cities.

Richard Brecknock was the project director of Intercultural City case studies for the cities of Logan in Queensland, Auckland in New Zealand and the London Borough of Lewisham in England. The project involved the development of a "Listening & Learning Cycle" community engagement tool for exploring the urban experiences of culturally diverse communities. In his case study communities Richard engaged with groups from across a wide range of socio/economic groups and diverse communities such as New Zealand Maori, Australian Aboriginals, Pacific Islanders, Vietnamese, Sudanese among others. The community engagement and also canvassed experiences from a generational and gender perspective. Overall, the project had a focus on gathering an evidence base to inform the cultural literacy and cultural planning skills of local government.

Auckland City Council, NZ, 2005-2006

Brecknock Consulting was engaged to undertake a collaborative research project with Auckland City Council to understand how an intercultural approach can contribute to economic, cultural, and social wellbeing. The study involved demographic research and extensive interviewing, focus groups with multicultural communities and council officer workshops.

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Logan City Council, QLD, 2005-2006

Brecknock Consulting was engaged to undertake a research project into cultural diversity in Logan. The case study focused on the spatial, social and economic dynamics of settlement and diversity distribution across the suburbs of Logan and what this means for Council's planning and policies. The study featured extensive consultation, including focus groups with a wide range of multicultural communities and migrant service providers.

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London Borough of Lewisham, UK, 2005

Brecknock Consulting was the urban planning advisor, exploring local development studies and master planning techniques from an intercultural perspective. The study considered how intercultural thinking can enhance and develop the public realm in order to better meet the needs of an increasingly diverse community and explored consultation strategies and techniques to engage new partnerships and intermediaries in order to improve Council's understanding of its diverse communities.

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In addition to the research component Brecknock Consulting designed and edited a series of reference books and a project web site that featured details of case studies and outcomes of the international program. Book 1: Intercultural city Reader – Book 2: Planning for the Intercultural City – Book 4: More than just a bridge: planning and designing culturally – Book 4: The road to interculturalism: tracking the arts in a changing world.

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CULTURAL & PUBLIC ART POLICIES/STRATEGIES

Brecknock Consulting developed over one hundred public art policy and planning projects with local governments across Australia. For example,

- Queensland councils include Brisbane, Caloundra, Gold Coast, Logan, Ipswich, Bundaberg, Sunshine Coast, Moreton Bay and Noosa, Townsville.
- In NSW we have worked with Sutherland Shire, Ku-ring-gai, Bathurst, Leichhardt, Blue Mountains, Sutherland and Wollongong councils among others.
- In Victoria we have worked with local government clients such as: Metro Melbourne clients including the cities of; Melbourne, Greater Geelong, Melton, Wyndham, Whittlesea, Maribyrnong, Yarra, Port Phillip, Bayside, Maroondah, Monash, Knox and Frankston. Clients in regional Victoria include East Gippsland, Bendigo, Ballarat, Mt Alexander and Southern Grampians among others.
- In South Australia we worked with metropolitan councils including; Adelaide, Adelaide Hills, Onkaparinga, Port Adelaide Enfield, Salisbury, Prospect, Unley, Mitcham and Marion among others. Clients in regional areas include; Renmark, Murray Bridge, Kapunda, Port Pirie, Port Lincoln and most recently Whyalla councils.

Brecknock Consulting was at the forefront of developing Public Art Policies for local governments with early projects including:

- “For all to see: art & design in Brisbane’s public realm”: Brisbane City Council, QLD, 1998–1999
- “Watch this Place” - Public Art Policy 2001-2006: Adelaide City Council, SA, 1999-2001
- Public Art Strategy: Rural City of Wodonga, VIC, 2000
- Municipal Urban Arts Strategy: City of Frankston, VIC, 2001
- Public Art Strategy Framework: Arts NT, NT, 2004
- Public Art Policy: Hobart City Council, Tas, 2004

One of the most recent local government strategy involved developing a plans for an ongoing Street Art program for the City of Frankston in Victoria. The initial strategy evolved into a two year program of implementing the recommended BigPicture Street Art Festival

2016-2019: Frankston Street Art Framework and Implementation

Brecknock Consulting, in association with Joel Van Moore, was engaged by Frankston City Council to develop a strategic approach for a *Street Art Framework* program for the Frankston central business district. The final framework was endorsed in June 2017 by Council and in 2018 Brecknock Consulting, in association with Joel Van Moore and Andrew Bleby, was engaged by council to manage and curate the *Big Picture Street Art Festival* program for the Frankston central business district in March 2018 and again in March 2019.

<https://thebigpicturefest.com/event/>

2010: Public Art Policy Advice: Crown Prince’s Court and Urban Planning Council, Abu Dhabi, UAE

Richard Brecknock was one of three international advisors invited to Abu Dhabi by the Crown Prince’s Court and the Urban Planning Council to provide advice on the development of a public art policy. Richard joined Barbara Goldstein [USA] and Maggie Bolt [UK] and workshop chair Larry Bessley [urban planner from Vancouver, Canada] in a three-day workshop process exploring options for a Public Art Policy to inform the commissioning of public art for future developments in Abu Dhabi city and across the Emirate. The workshop program involved key stakeholders from the Crown Prince’s Court, national government and municipal agencies and educational institutions.

Details of pre 2011 projects can be found at: <http://esvc000225.wic048u.server-web.com/projects/projects.html>

PUBLIC ART MASTERPLAN PROJECTS

Key Examples of Master Planning Projects Since 2014

Whyalla Foreshore Revitalisation Masterplan – Client: Whyalla City Council, SA, 2021

Brecknock Consulting was part of the Jensen Plus urban design team engaged to develop a urban design masterplan for the foreshore in the regional SA city of Whyalla. Based on the theme “The Reveal” this concept can be interpreted in the masterplan in a variety of ways, it can, for example refer, as per the above discussion, to surfacing more depth of existing local culture and working with the Barngarla people to find new ways of sharing aspects of their cultural knowledge with residents and visitors. The masterplan can also work to “Reveal” through landscape design and public art, more about the local environment that currently exists, or may have existed in the past and might exist in the future given the potential impacts that climate change may bring. The strategy proposed a range of public art opportunities to be rolled out over the short, medium and long term phases of the Foreshore Revitalisation based around three themes: *Revealing our Stories, Revealing our Environment and Revealing our Creativity*.

Brisbane International Cruise Terminal - Client: Brisbane Ports P/L, QLD, 2019

Brecknock Consulting in association with Arkhefield Architects was commissioned by Brisbane Ports P/L to explore opportunities for the integration of public art into the new Brisbane International Cruise Terminal. The Art Opportunity Report sets out to explore potential options for commissioning artwork for the terminal building and landscape areas, in terms of potential artwork locations that consider the logistics and movement management of boarding and disembarking large numbers of passengers through the terminal building. The report provides a “Conceptual Framework” and potential art opportunities to deliver on the concept, careful consideration was given to the passenger and visitor experience associated with arriving at the and moving through the building, included both boarding a Cruise Liner and disembarkation.

A Cultural Activation Strategy for Hamilton CBD – Client: Southern Grampians Shire Council, VIC, 2018

Brecknock Consulting was a subconsultant in the Jensen Plus team developing the *Hamilton Central Business Area Activation Plan*. Brecknock Consulting contributed to the community consultation and Place Check processes and undertook cultural and heritage research to inform the development of a *Cultural Activation Strategy*. The strategy explored opportunities for Hamilton to build upon its history, geology and geography in many ways, as the arts can be one of the key vehicles to deliver this sense of place. One of the proposals was to make a profound commitment to acknowledging the Aboriginal people who were and are “of the land”. The area was the traditional meeting place of the Gunitjmara people whose land stretches south to the coast, the Tjapwurong land to the north east and the Bunganditj territory to the west.

Onkaparinga Coastal Public Art Master Plan - Client: Onkaparinga City Council, SA, 2014-2015

Brecknock Consulting was engaged to develop a Coastal Public Art Master Plan, which included an overarching Conceptual Framework and identified a number of artwork opportunities and locations for artworks along the 31km coast trail. The Master Plan provides a framework for prioritising key nodes and other locations ideally suited to concentrations of the proposed art opportunities in order to create focus areas and linking artworks that encourage people to explore along the foreshore in order to discover what lies ahead. The Conceptual Framework informs the commissioning of artwork focused on telling the stories of the coast to enhancing people’s experience of the environment.

Maroochydore City Centre Master Plan - Client: Sunshine Coast Council, QLD, 2014-2016

Brecknock Consulting was part of the MC3 collaborative team that was engaged to develop a detailed public realm master plan for the redevelopment of the existing golf course into a new city centre for Maroochydore. The collaborative team was comprised of key landscape and urban design staff from Tract, Meter and Vee Design. Brecknock Consulting’s role as cultural planning advisors to the team involved developing an integrated public art master plan through participation in design team sessions and stakeholder workshops. The resulting public art master plan provides a vision for the integration of artworks throughout the public spaces of the future city centre and for a program of temporary art interventions during the many years of construction. The objectives were to commission contemporary artworks relevant to the urban nature of the site, relevant to the subtropical environment and highlight and celebrate the unique qualities of the Sunshine Coast culture. In 2016, Brecknock Consulting in association with CoDesign Studio and Tract Consultants was commissioned to develop a ground breaking *Art & Activation Implementation Strategy* for the Maroochydore City Centre development, to inform the delivery of artworks and tactical urbanism initiatives during the early development phase of the central business district.

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PUBLIC ART COMMISSIONS

Over the years Brecknock Consulting curated and project managed over 300 individual artworks in public places across Australia. The artworks were commissioned on behalf of public and private sector clients within the following classifications: Art & Public Spaces; Art & Landscape; Art & Architecture; and Art & Health.

The following projects are a small selection of some major commissions in Victoria, New South Wales, Queensland and South Australia.

Art & Public Spaces

2013-2014 Point Cook Town Square Client: Stockland, VIC – Project Team: Brecknock Consulting - Artists Robert Owen and Joanna Buckley

2012-2013 St Claire Town Centre Client: St Claire Joint Venture, SA – Project Team: Brecknock Consulting – Artist: Matthew Harding

2010-2011 Prospect Road ‘Village Heart’ Client: City of Prospect, SA – Project Team: Brecknock Consulting & Jensen Planning – Artist: Warren Langley

2010-2011 Semaphore Road Client: City of Port Adelaide Enfield, SA - Project Team: Brecknock Consulting & Jensen Planning – Artists: Deb Sleeman & Karen Genoff

2005-2009 North South Bypass Tunnel Client: River City Motorway Consortium – Project Team: Brecknock Consulting & EDAW – Artist: Lincoln Austin

2006-2008 Tugun Bypass Client: Pacific Link Alliance, QLD – Project Team: Brecknock Consulting & Hassell Architects – Artists: Daniel Templeman & Joe Hurst

2008-2009 Costco Warehouse, Melbourne Docklands Client: Costco, VIC – Project Team: Brecknock Consulting & NH Architecture – Artist: Louise Paramor

Art & Landscape

2014-2017 Edmondson Park South: Gateway Artwork Client: Urban Growth, NSW – Project Team: Brecknock Consulting – Artist: Matthew Harding

2015-2016 Bowden Main Park Client: Renewal SA – Project Team: Brecknock Consulting & Aspect Studio - Artist: Louise Paramor

2010-2012 Redcliffe Seaside Village Client: Moreton Bay Regional Council, QLD, - Project Team: Brecknock Consulting – Artists: Phil Price,

2010 South Bank Parklands Boardwalk Client: South Bank Corporation, QLD – Project Team: Brecknock Consulting – Artists: Natalie Billing

2007-2008 Southport Broadwater Parkland - Client: Gold Coast City Council, QLD – Project Team: Brecknock Consulting & EDAW - Artist: John Tonkin.

Art & Architecture

2018 GPO Art Wall Client: Charter Hall, Adelaide – Project Team: Brecknock Consulting & Hassell Architects – Artist: Matthew Fortrose

2011-2012 Infinity Tower: Meriton Apartments, Brisbane, QLD - Project Team: Brecknock Consulting & DBI Architects – Artist: Carly Scoufos

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2012-2014 Corso, North Lakes Client: Moreton Bay Regional Council, QLD – Project Team: Brecknock Consulting & PDT Architects – Artist: Chris Fox

2011-2012 Soleil Tower Client: Meriton Apartments, Brisbane, QLD – Project Team: Brecknock Consulting & DBI Architects - Artists: Stuart Green & Daniel Templeman

2007-2009 275 George Street, Brisbane Client: Charter Hall, QLD – Project Team: Brecknock Consulting & Crone Partners - Artist: Stuart Green

2007-2009 Queensland Tennis Centre, Brisbane Client: Mirvac, QLD – Project Team: Brecknock Consulting & HPA Architects – Artist: Anton James

2006-2008 Orion Town Centre Client: Mirvac, QLD – Project Team: Brecknock Consulting & HPA Architects – Artists: Phil Price, Sebastian Di Mauro and Joanne Currie.

2006 Santos Flinders Link Client: Santos, SA Project Team: Brecknock Consulting Artist: Trevor Wren

2000-2004 Commonwealth Law Courts Adelaide Client: Dept. of Finance - Project Team: Brecknock Consulting & Hassell Architects – Artists: Warren Langley & Neil Cranney

Art & Health

2010-2011 Townsville Hospital Client: Queensland Health, QLD Project Team: Brecknock Consulting & Cox Rayner Architects – Artists: Judy Watson & Shane Fitzgerald

2010-2011 Mackay Hospital - Client: Queensland Health, QLD – Project Team: Brecknock Consulting & Woods Bagot - Artists: Jill Chisim, Ashley Holmes & Wanda Bennett

2006-2009 Far North Queensland Community Health Facilities Client: Queensland Health, QLD, Project Team: Brecknock Consulting – Artists: multiple artists

2005-2009 South East Queensland Health Facilities Client: Queensland Health, QLD - Project Team: Brecknock Consulting – Artists: multiple artists

2003-2005 Aged Care Capital Works Program Client: Queensland Health - Project Team: Brecknock Consulting – Artists: multiple artists