

MOONEE PONDS CREEK PUBLIC ART STRATEGY

June 2000

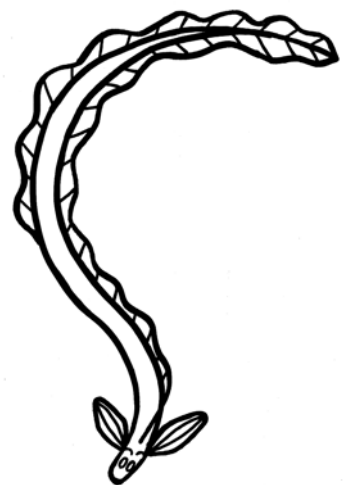
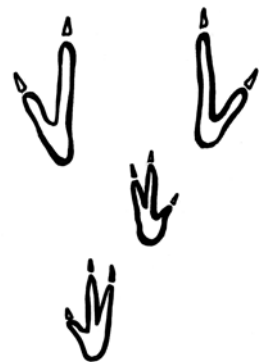
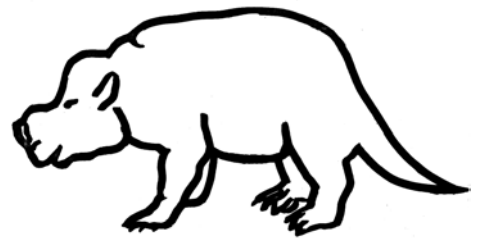
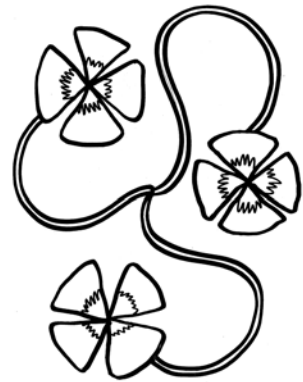
Collaborations & Helen Bodycomb

With

*artists Bruce Earles, Liss Gabb,
Glenn Romanis & Jan Saric*

for

The Moonee Ponds Creek Coordination Committee,
the Cities of Hume, Melbourne, Moonee Valley and
Moreland



© Glenn Romanis

Acknowledgements

The project team would like to acknowledge the support and involvement of the following groups and individuals:

Moonee Ponds Creek Coordination Committee
City of Hume
City of Melbourne
City of Moonee Valley
Moreland City Council
City of Hume
Melbourne Docklands Authority
Kulin Nation
Friends of Upper Moonee Ponds Creek
Flemington Community Centre
Bryan Powell
Gavan O'Neill
Australia Council for the Arts
All those who took part in the Community Consultation process.



Table of Contents

1. Introduction	2
1.1 Project Brief.....	3
1.2 Context for the Strategy.....	5
1.3 Consultation & Research Process	5
2. Objectives for the Public Art Strategy.....	8
3. Design Principles	10
4. Project Models	12
4.1 Design Team Coordinated by Council.....	12
4.2 Direct Commissioning of Artists by Council.....	12
4.3 Collaborative Artist/Community Project.....	13
4.4 Facilitated Community Art Project	13
4.5 Artist Initiated Project Concept.....	14
5. Public Art Opportunities	16
5.1 Integrated Elements: Public Amenities	16
5.2 Site Specific Projects	21
5.2.1 City of Moreland.....	22
5.2.2 City of Moonee Valley.....	28
5.2.3 Melbourne Docklands.....	30
5.2.4 Additional Project Sites	32
6. Strategy Implementation	42
Appendices	43



Moonee Ponds Creek pristine creek bed detail, Woodlands Historic Park

1. Introduction

“Public Art is art that has social significance and social function.”

Lucy Lippard

The Moonee Ponds Creek Public Art Strategy is a joint project of the Moonee Ponds Creek Coordination Committee, the Cities of Hume, Moreland, Moonee Valley and Melbourne. The Melbourne Docklands Authority has also been involved in the Project Steering Committee. Each of these organisations has a stake in the future protection and enhancement of the Moonee Ponds Creek as an environmental, cultural and recreational resource. The Moonee Ponds Creek Public Art Strategy project has been financially supported by the Australia Council for the Arts.

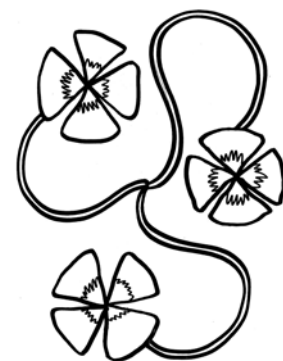
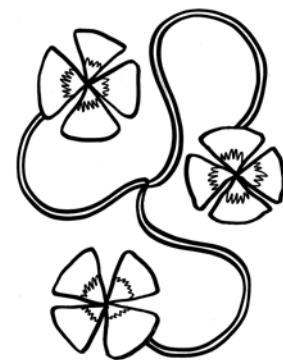
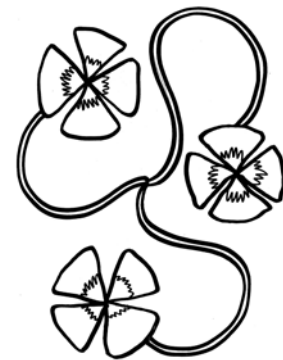
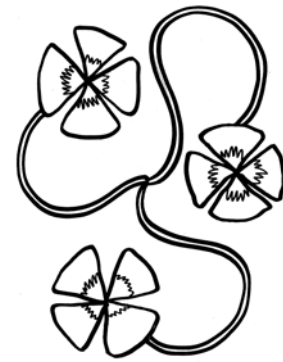
This Public Art Strategy for the Moonee Ponds Creek has been developed by a project team lead by *Collaborations* and Helen Bodycomb. The project team was completed by 4 artists who engaged the community consultation and research processes. These artists were Bruce Earles, Liss Gabb, Glenn Romanis and Jan Saric. This project team worked in consultation with the Steering Committee, comprising representatives from:

- Moonee Ponds Creek Coordination Committee
- City of Melbourne
- Hume City Council
- Melbourne Docklands Authority
- Moonee Valley City Council
- Moreland City Council
- Kulin Nations

It has been important that the agencies involved in the development of this strategy share ownership of its key directions. It is equally important now that each of the key partners continues its commitment to a coordinated and integrated approach in the implementation of art and design projects along the creek as recommended in this document.

This Public Art Strategy integrates the priorities of the surrounding councils, Melbourne Water, Parks Victoria and the Docklands Authority with respect to environment, open space, recreation, cultural development and heritage. The opportunities identified seek to add value to the existing and anticipated priorities of these key agencies of the Moonee Ponds Creek. The strategy has been developed to complement the Cultural Development Strategies and Public Art Policies of the Councils involved.

In establishing the scope of the Strategy, the Steering Committee has been keen to see that public art opportunities embrace a range of art forms, permanent works, temporary installations and events. Community involvement in the development of ideas and identification of opportunities has



Nardoo
Drawing by Glenn Romanis ©

also been an important component of developing this framework. The philosophy and opportunities proposed in this document draw on existing policy and research in relation to the Moonee Ponds Creek and the outcomes of the consultation and research conducted by the artists/project team over four months.

The ideas for projects and art elements have been collated into two categories for consideration:

- (a) Integrated Elements (public art opportunities to add value to functional elements and initiatives already planned for the Creek), and
- (b) Site Specific Projects (discrete public art opportunities to explore key themes in relation to specific sites).

It is proposed that the 'Integrated Elements' be resourced from within existing council budget allocations and that additional funding would be required (from Council and other sources) to undertake the 'Site Specific Projects' (see Section 5).

1.1 Project Brief

The Moonee Ponds Creek Public Art Strategy project description originally provided to the Australia Council set the following parameters in the development of a public art strategy for the Moonee Ponds Creek along a thirty-eight kilometre site. (See Map 1.)

The key outcome identified for the project has been a strategic planning document, which includes:

- a clear understanding of the relationship between public art opportunities and the objectives for the revitalisation of the Moonee Ponds Creek.
- achievable projects identified for public arts programs along the Creek,
- strategies for community involvement in the implementation of the public art programs.

The parameters for the project included the following:

- To engage local communities in identifying the themes and opportunities for public art and design initiatives to revitalise the creek environs.
- To complement the aims of Moonee Ponds Creek Concept Plan.
- To add value to the environmental, social, recreational and cultural priorities/initiatives of surrounding municipalities.
- To identify project outcomes which are achievable within the capacity of the client Councils and communities.
- To develop opportunities/commitment to community involvement in the implementation of the strategy.
- To pursue a multi-disciplinary approach to the development of the public art opportunities and their implementation, including permanent and temporary work.

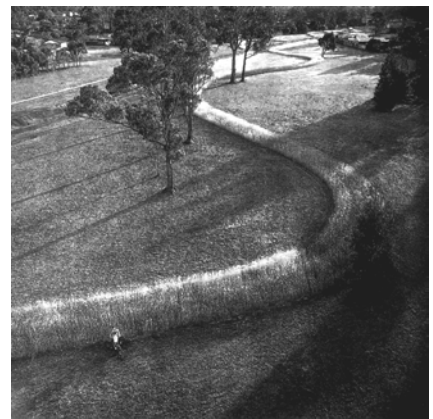
What is Public Art?

Public Art can be made for a range of environments, both urban and regional.

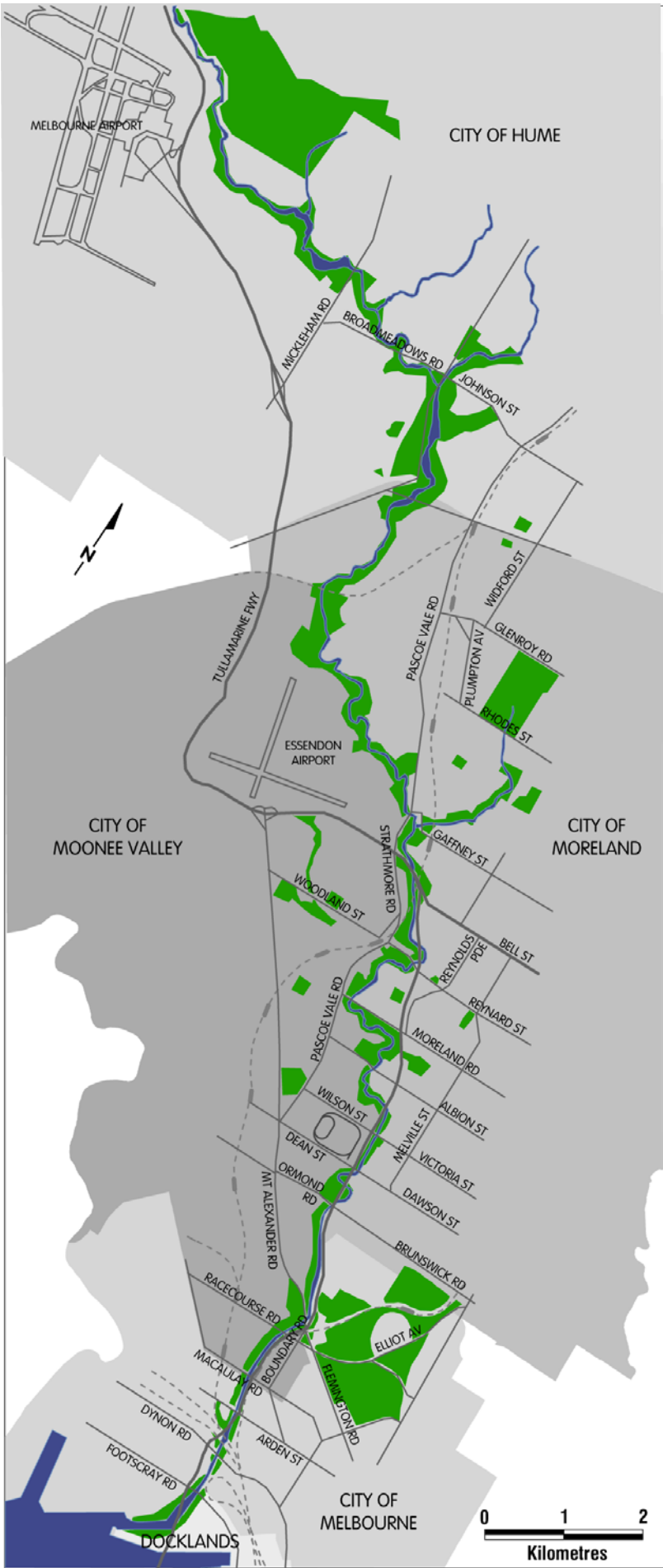
Public Art can include integrated art and design projects, environmental art, community art and site-specific art. Public Art can be more than one of these things.

Public Art can be most successful when it uses the environment as the work, making it 'visible' through the 'additions' (the artwork). Every Public Art Project is a 'new' project, because every Public Space is unique.

Public Art can take many forms. It can be actual or virtual, it can be ephemeral or (semi)-permanent.



Jennifer Turpin and Michaelie Crawford, "The Memory Line" 1996, Clear Paddock Creek, Sydney, 2.7 km long ryecorn grass, a community and environmental artwork for the "Restoring the Waters Project"



Map 1.
The Project Site

1.2 Context for the Strategy

The 1992 Moonee Ponds Creek Concept Plan is the guiding document for current and future management and planning of the creek environs. The Moonee Ponds Creek Public Art Strategy has been developed to complement the objectives and directions of the Concept Plan, being:

- ☐ Revegetation and conservation of the creek environment
- ☐ Habitat protection and creation
- ☐ Enhancing opportunities for the reinstatement of wetlands
- ☐ Improved public access and usage
- ☐ Coordinated management and planning
- ☐ Increased community involvement

Subsequent plans produced by Melbourne Water and aimed at prioritising their activities have also been considered, including:

- Moonee Ponds, Yuroke and Attwood Creek Waterway Management Plan (1999)
- Moonee Ponds Creek Landscape Revival Strategy Report (1998)

This strategic planning work identified activity and environment zones along the Moonee Ponds Creek, yet it also reinforces the nature of the Creek as part of a system of waterways. The Public Art Strategy also takes this integrated view and emphasises the interconnectedness of the Creek environs as well as the distinctive qualities and issues within different localities.

1.3 Consultation & Research Process

The consultation and research process for the development of this Strategy has included the direct involvement of the key Council departments, a review of existing policy, research and history documentation and consultation with over thirty-five community and cultural heritage groups. The community consultation process took the form of informal discussions and workshop activities in two phases:

- (a) Community workshops and discussions to share perceptions of the creek environs and to develop themes and ideas for the public art strategy.
- (b) A Community Day on the creek with activities at three different locations in order to evaluate the draft framework and suggested projects in the Strategy.

During each phase the arts team for the project were involved as facilitators and animateurs. The ideas generated through the consultation process were discussed and developed by the arts team into the project opportunities identified in this document.

The important themes and issues from the research and consultation process are summarised below:

- The limited capacity of some surrounding Councils for new capital works programs with preference for integrated art and design.
- Lack of public amenities along the creek (drinking fountains, bike racks, seating etc.).

Public Art Programs

- **Integrated art and design** projects may entail an artist designing and making a work for a particular site, and there may be significant collaboration (with architects, landscape architects, and other design professionals) or the work may be independently designed and made only by the artist.
- **Environmental Art** usually means art that comprises part of the shape of the environment, frequently using natural materials. It is often large in scale and may be permanent or ephemeral (impermanent).
- **Community Art** is made with, for and about the community in whose space it is situated.
- **Site-specific Art** is based on unique characteristics of a place. It may provide historical or specific environmental interpretation for the viewer.



Section of concreted Moonee Ponds Creek, City of Moreland.

- Constraints of Melbourne Water regarding flow along the creek
- Need for greater diversity of types of open space/recreation opportunities & experiences, social gathering spaces.
- Degradation of the creek environs; water quality, vegetation, dominance of built form, poor maintenance, re-vegetation a priority.
- Children's play along the creek; preference for informal experiences and adventure.
- Impact of existing infrastructure, dominates natural values/presence if major industry.
- Presence of/lack of wildlife.
- Changing uses over time; impact of some uses eg. grazing, industry, infrastructure development.
- Indigenous significance/heritage of the creek
- Geology
- Importance of the shared trail
- Access to/experience of water in the creek
- Public safety
- Increase community usage and ownership

These themes and concerns have been considered in the identification of potential public art programs and design elements for the creek (see Section 5).

Groups and organisations consulted during the development of the Strategy included:

- ☐ Municipalities of Hume, Moreland and Moonee Valley.
- ☐ Melbourne Water
- ☐ Melbourne Docklands Authority
- ☐ Moonee Ponds Creek Association
- ☐ Friends of Upper Moonee Ponds Creek
- ☐ Kensington Association
- ☐ North & West Melbourne Residents Association
- ☐ Moreland Greening Forum
- ☐ Tullamarine Freeway Corridor Residents Group
- ☐ Boeing Reserve Community Consultation Committee
- ☐ North Arts Forum
- ☐ Essendon Airport
- ☐ Flemington Neighbourhood House (Healthy Lifestyle Group, Craft Group, Community Education Officer)
- ☐ Flemington Community Centre (Advisory Committee, Ceramics Group)
- ☐ Boomerang Club (art group, walking group)
- ☐ Coburg Helping Hand Adult Training Facility (art group)
- ☐ Living Museum of the West
- ☐ Koorie Heritage Trust
- ☐ Kulin Nation
- ☐ Aboriginal Affairs Victoria
- ☐ Civil Aviation Historical Society
- ☐ Essendon Historical Society
- ☐ Coburg Historical Society
- ☐ Pascoe Vale Primary School
- ☐ Ascot Vale Primary School
- ☐ Moonee Ponds Central School
- ☐ Strathmore Secondary College
- ☐ Moonee Valley Bicycle Users Group
- ☐ Over 50s Bicycle Riders
- ☐ Broadmeadows Sporting Club
- ☐ Individual residents



Moonee Valley Seat, positioned with back to the creek, facing neighbouring fences.



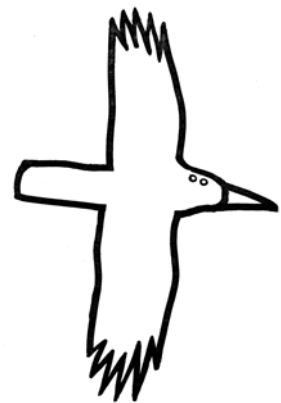
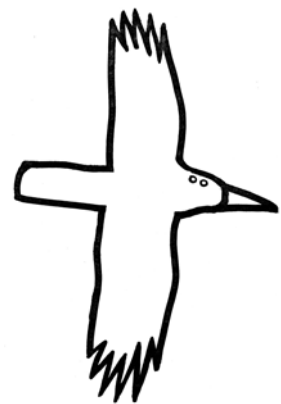
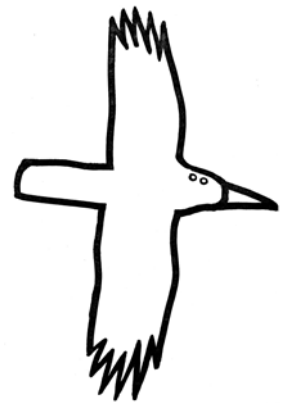
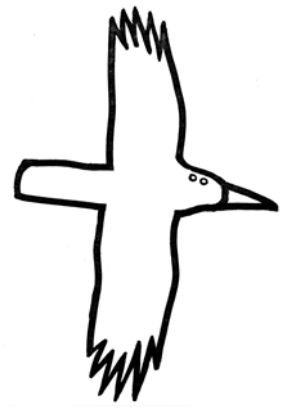
Moonee Ponds Creek Community Open Day, May 28, 2000
Children Launching Paper Boats

2. Objectives for the Public Art Strategy

The following objectives for the Public Art Strategy provide a responsive framework to guide the development and implementation of public art programs along the creek. Individual projects should seek to realise these objectives as well as the implementation of the strategy as a whole. The objectives can form a basis for the assessment of new project opportunities which may arise during the course of implementing the Strategy.

The Moonee Ponds Creek Arts Strategy has been developed to fulfil the following objectives:

- ☐ To ***complement the aims of Moonee Ponds Creek Concept Plan*** and other key strategy documents through creative design and interpretation.
- ☐ To support and ***encourage an integrated approach*** to the planning and development of the Creek within individual Councils and across all key agencies.
- ☐ To ***add value to the environmental, social, recreational and cultural priorities/initiatives*** of the surrounding municipalities.
- ☐ To ***engage local communities*** in enhancing the creek environs and celebrating its value as a community asset.
- ☐ To ***enhance community understanding*** of the history and evolution of the Creek environment and current environmental issues/threats.
- ☐ To ***identify creative projects and processes that are achievable*** within the capacity of the client Councils and communities.
- ☐ To develop ***opportunities for community involvement*** in the implementation of the Public Art Strategy.
- ☐ To ***support a multi-disciplinary approach*** to the development and implementation of public art opportunities, involving professionals such as artists, landscape architects, cultural workers, recreation and environmental planners with communities along the Creek.
- ☐ To facilitate unique artworks and events which exemplify ***excellence in contemporary urban, environmental art practice***.



Crow
Drawing by Glenn Romanis ©



Glass mosaic tablet, *"Freshwater Blackfish – This is your home"*, Helen Bodycomb, Enver Camdal and Chris Rak, High Street – Westgarth, City of Darebin, Vic. 1998.

3. Design Principles

Each individual project will have its own flavour and focus, however in working towards a coordinated approach to the Creek a set of Design Principles have been developed for inclusion in each project brief. The principles bring together some of the key themes for the project, whilst being flexible enough to allow each artistic/design process its own integrity. It is not expected that designs and projects will realise all of these principles, rather that they act as a guide to encourage ‘best practice’ public artwork within the Creek environs.

Public art and design principles for the Moonee Ponds Creek:

- Encourage the ***use of local materials and references*** in design and construction (eg. local stone, timber, and images of local flora and fauna).
- Development of designs which encourage ***a narrative of the creek’s heritage***, interpretation of changes which have taken place and ‘story-telling’ that embraces events/themes of local significance.
- Give priority to designs which support ***dual functions*** (eg. Retaining wall = informal seating, play elements = heritage interpretation, sculptural elements = water level measurement)
- Support opportunities for ***community involvement*** in design development and/or implementation of designs.
- Encourage robust, ***low maintenance/maintenance free works***, and initiatives which reduce maintenance commitments.
- Integrate the ***use of consistent/creative functional elements*** along the length of the Creek (eg. coordination of signage).
- Priority should be given to the ***accessibility and safety*** of all projects/works (eg. physical access, language barriers, safety standards)
- Design of play elements should ***encourage a sense of adventure and discovery*** using themes which are unique to the creek environment.
- Encourage the inclusion of ***sensory elements*** in designs (eg. touch, sound, and smell).
- Designs should show ***respect for the layers of change*** evident in the Creek environment and be a unique expression of the key ***environmental, heritage and geological values*** of the site.
- The promotion of ***environmental values*** and sustainability should be a key theme of all design and construction.
- Arts works to be genuinely innovative and of ***artistic excellence***.
- All works must be designed to meet ***Melbourne Water design guidelines***.



Eastern Barred Bandicoot track
Drawing by Glenn Romanis ©



Footscray Road overpass, City of Melbourne

4. Project Models

The public art opportunities identified in this strategy can be implemented through a number of different project models, each with a different focus on the role of the artists and the involvement of the local community.

Each public art project process will need to establish clear objectives to specify the degree of artist/community involvement desired. To assist in determining the most appropriate project process, five project models have been formulated. They should not be seen as an exclusive list, which precludes other possible models, but should be used as a guide that helps to ensure that project processes will reflect the project objectives, resulting in the desired outcomes for Council.

The options identified here are:

- Design Team Coordinated by Council
- Direct Commissioning of Artists by Council
- Collaborative Artist/Community Project
- Facilitated Community Art Project
- Artist(s) Initiated Project Concept

Within each of the five nominated project models, proposed projects should comply with all Objectives for the Public Art Strategy and should be tested against the Design Principles. Projects do not need to be compliant with all Design Principles but should show compatibility with them.

4.1 Design Team Coordinated by Council

Council may intend to undertake works along the Moonee Ponds Creek, and may seek to appoint an artist to work as part of the design team. Works determined by this design process could include integrated landscaping/artworks and creative treatment of functional amenities.

Criteria for selection of artists should include:

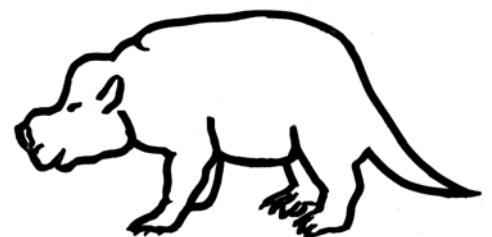
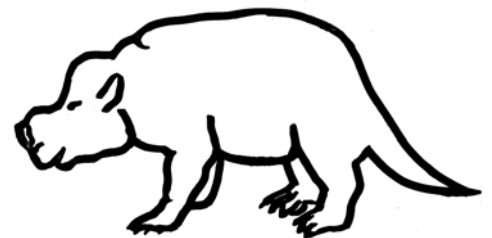
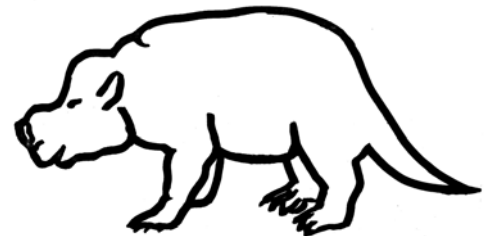
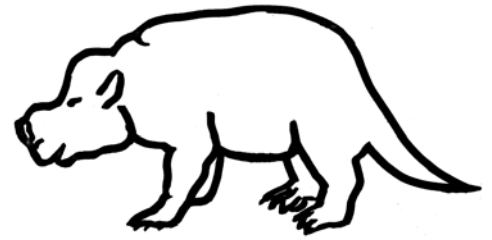
- Qualifications and/or experience in relevant artforms
- Demonstrated ability to work as part of a design team.
- Ability to undertake designs for large scale works
- Knowledge of local issues/community

Fee structures for artists should give consideration to involvement in the following capacities:

- design advice
- design development
- construction
- community facilitation

4.2 Direct Commissioning of Artists by Council

Councils may identify the need for a specific art project/event and seek to commission an artist to undertake the works.



Diprotodon
Drawing by Glenn Romanis ©

The processes for selection might entail a design competition or tendering process as follows:

- Appointment of a Reference Group, comprising key community representatives, who will determine the direction of the project brief.
- The Project Brief (*see example in appendices*) is written up and calls for Expressions of Interest are publicly advertised in The Age (Saturday) Extra and art circulars. (Approximately 4 weeks should be allowed for responses).
- Submission of Expressions of Interest are assessed by a Selection Panel comprising key Council representatives, one or two leading Arts practitioners and one or two members of the initial Focus Group.
- Short listed artists are paid a concept development fee (usually \$1,500) to undertake the development of a comprehensive submission to include detailed design, budgetary outlines, engineering assessments, construction of maquettes (if relevant), drawings, etc – (4 weeks).
- Concept Design Submissions are assessed by the Selection Panel, with additional advice from a suitably specialised Arts Conservator.
- Short listed artists are invited to present their submissions to the panel (and Arts Conservator) and to answer questions.
- Selection Panel awards the commission, contracts are negotiated and signed, project commences.

Project model options

- (a) Design team coordinated by Council.
- (b) Direct commissioning of artist by Council.
- (c) Collaborative artist/community project.
- (d) Facilitated community art project.
- (e) Artist Initiated Project Concept.

4.3 Collaborative Artist/Community Project

Council may choose to initiate a project as a collaboration between community groups/individuals with visual sound artists, writers, architects, landscape architects or other design professionals.

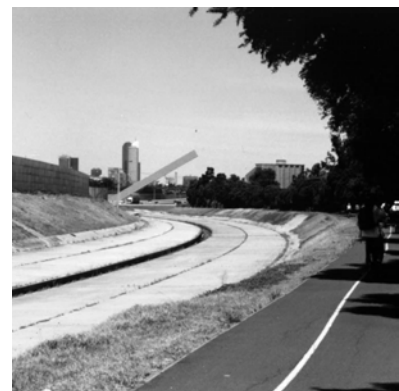
In projects such as this, Council should provide guidelines to the artists/design professionals, making clear the extent of their design in relation to their community arts facilitation role.

It is essential that the artists/design professionals are selected both on the basis of their skills as practitioners and (sometimes more importantly) as community arts facilitators and skilled communicators. Council should consider a separate pay structure for the artist/design professionals' design and project facilitation roles.

Projects of an ephemeral or event nature are particularly suitable to this model.

4.4 Facilitated Community Art Project

A facilitated community art project may be initiated by a community group that has developed a project concept, but requires the services of an artist/design professional to guide the process of implementation.



Moonee Ponds Creek and "The Cheese-stick".

In this instance, the artist/design professional may undertake no actual design work, and solely performs the role of technical and aesthetic adviser.

4.5 Artist Initiated Project Concept

Councils should welcome project proposals initiated by artists other than those expressly identified opportunities in this Strategy.

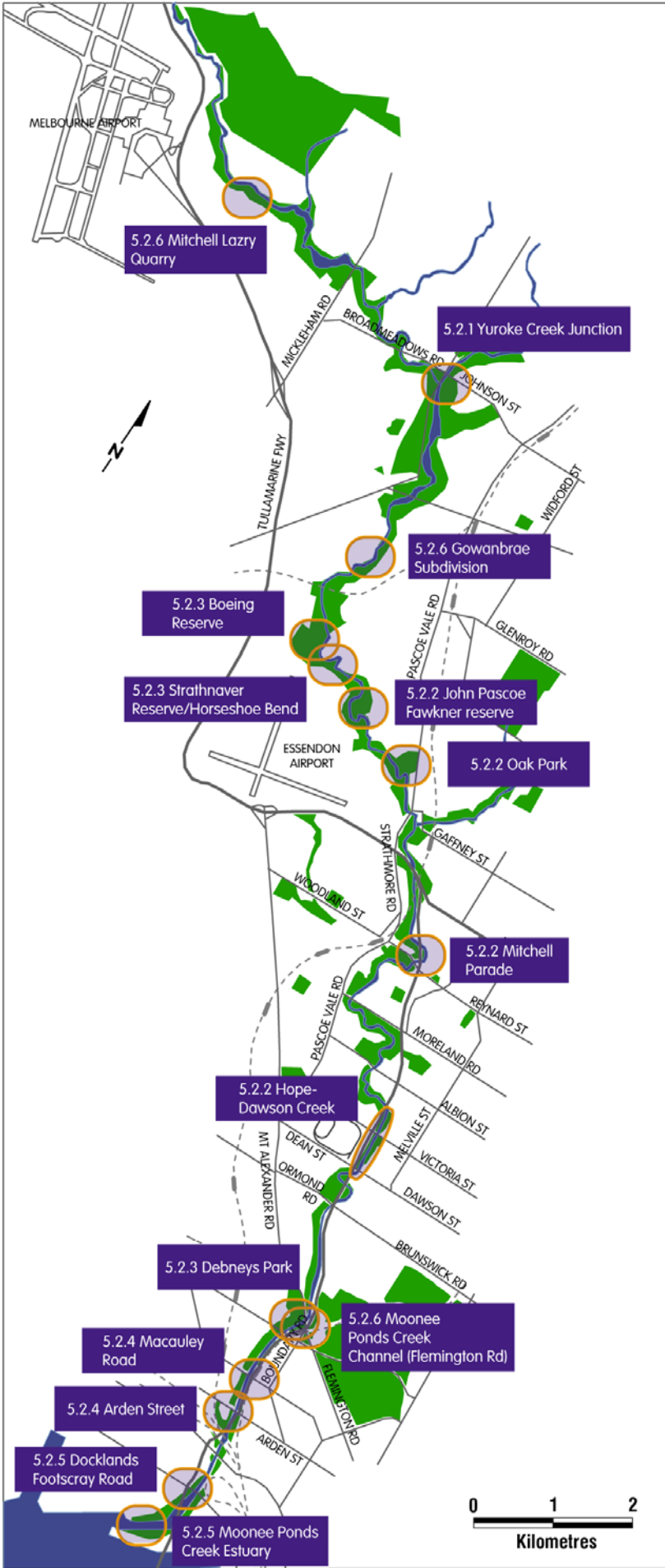
Such proposals should be willingly received and assessed as to their compliance with the Art Strategy Objectives and their ability to show compatibility with the Design Principles. Funding for such projects may be wholly or partially derived from municipal Arts and Culture budgets and/or funding from other funding sources, such as the Australia Council for the Arts, Arts Victoria, etc.

Project proposals that meet the Moonee Ponds Creek Art Strategy and broader Council Arts and Cultural strategic criteria, should be actively supported and facilitated by Councils.



Nola Farman, East Perth re-development,
"Long-necked Tortoise".

Public Art Opportunities



5. Public Art Opportunities

The implementation of the Moonee Ponds Creek Public Art Strategy can be achieved through a range of opportunities along the Creek and in association with specific sites. These opportunities for creative art and design projects can be broadly divided into two types.

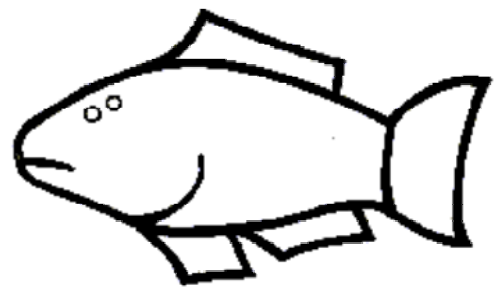
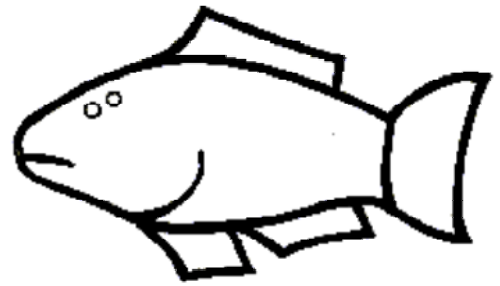
- (a) Integrated Elements (public art opportunities to add value to functional elements and initiatives already planned for the Creek), and
- (b) Site Specific Projects (discrete public art opportunities to explore key themes in relation to specific sites).

It is intended that the integrated approach would apply to proposed open space and capital works projects, involving artists and communities in the design of functional elements. The development of integrated elements assumes a design team approach to each project, with the inclusion of an artists/s through the framework provided by this strategy. The individual artworks involve more discrete processes, specific to particular sites and issues, and as such would need to be funded independently through additional Council or external resources. An individual commissioned work or specific celebration would fall under this category.

In discussing the resourcing of the Moonee Ponds Creek Public Art Strategy it has been important to recognise the capacity of the council's and authorities involved. The identification of possible integrated elements (section 5.1) provides the opportunity for the inclusion of artistic involvement in the open space development process on an on-going basis. It is proposed that an immediate priority be the development of a portfolio of 'Creek Totems' which can be incorporated in the same way as the integrated elements as a consistent design treatment along the creek (see section 6.1). A number of specific projects have been identified for inclusion in existing or forthcoming capital works projects, these are identified in section 5.2., these projects reflect the priority sites and themes which emerged through the consultation process. Finally, a further list of opportunities have been identified from the priorities in the consultation process which do not immediately fall within the resource capacities of the authorities involved (see section 5.2.4). It is envisaged that these projects could form part of future capital works programs or be funded through external grants or sponsorship.

5.1 Integrated Elements: Public Amenities

There is strong support for high quality public amenities to be developed along the Creek. Recent work includes seating, bbq's and signage. The design and installation of such facilities offers the opportunity for creative interpretation and community involvement to provide distinctive, functional objects which can enhance the creek environment. Such amenities could include:



Freshwater Blackfish
Drawing by Glenn Romanis ©

- Bike racks
- Shade and shelter
- Seating
- Playspaces
- Lighting
- Rubbish bins
- Litter traps
- Sound walls
- Drinking fountains
- Viewing platforms
- Pathways
- Signage and interpretation
- BMX and skateboard facilities
- Measurement of water levels
- Water aeration
- Safety fencing

Potential design elements for inclusion in design manual.

Seating.

Templates/embellishments of local flora and fauna (examples of significance to the cultural and environmental heritage of the area) which can be used in a number of ways such as:

- inlaid into pathways to create a trail,
- stencilled onto street/park furniture,
- sandblasted into concrete or reproduced as signage.

Signage options which build on the theme of materials that are local to the area such as local stone and timber.

Production of safety fencing for use along the creek that reflects local environmental heritage for example, silhouettes of plants, leaves, and animals that are indigenous to the area).

Development of standardised bike racks using shapes and forms from the landscape.

There is the potential to develop a consistent theme and approach to these elements in order to reinforce the identity of the creek as a unified system. Such an approach can still allow for local distinctiveness. It is proposed that a design manual for the Creek be developed to provide guidelines for the provision of specific amenities, this could include a range of design options for installation. The design principles outlined in this document should form the basis for the development of integrated elements.

The future redevelopment of the Creek needs to enhance the sense of the Creek as a system, linked along its length through various communities and across municipal boundaries. Linking devices can be incorporated into future works to reinforce the continuous, linear nature of the creek, the connections between the upper and lower reaches, upper tributaries, Yarra River and marine life in Port Phillip Bay.

To progress this integrated approach it is recommended that priority be given to the appointment of an artists to develop unifying symbols for use in a range of formats in open space and landscape projects along the creek.

As part of the implementation process of the plan, consideration needs to be given to this integrated approach to art and design in all capital works and maintenance programs along the Moonee Ponds Creek. In this way the Public Arts Strategy will be able to add value to initiatives along the Creek with minimum additional resources being required.



An example of an integrated approach to open space planning and design could be the Kingsford Smith Ulm Reserve with the potential for public art components as indicated below.

City of Moreland

Site: Kingsford Smith Ulm Reserve

Project Opportunity/Model	Themes	Participants	Cost Estimate
<p>Immediate opportunity to commission artworks for incorporation into new bike path</p> <p>Community involvement in implementation of designs</p> <p>- the Interpretive Trail - offering images and text that could be painted, sand-blasted or cast in concrete relief</p> <p>Entranceway that introduces/celebrates Moonee Ponds Creek</p>	<p>Application of Moonee Ponds Creek totems, designed through design manual project</p> <p>Shapes, images that express key aspects of cultural and environmental heritage</p> <p>Possible application of Moonee Ponds Creek totems, designed through design manual project, used in conjunction with site specific anecdotes, celebration of local identities.</p> <p>Shapes, images and text that express key aspects of cultural and environmental heritage and celebrate the entrance to/vantage point over the creek</p>	<p>Visual artist / writer</p> <p>Visual artist and community</p> <p>Local groups that have participated in the formulation of the Art Strategy and have expressed an interest in further involvement include:</p> <p>Moonee Ponds Creek Association</p> <p>Kulin Nation</p> <p>Koori Heritage Trust</p> <p>Friends of Upper Moonee Ponds Creek</p> <p>Essendon Airport</p> <p>Tullamarine Freeway residents Group</p> <p>Over 50's bicycle riders</p> <p>Other potential participants may include</p> <p>- a specific target group such as the Scout group who have a hall at this site, local school (Glenroy West Primary School, Penola Catholic College)</p> <p>AND/OR</p> <p>- locally active environmental, cycling or resident groups</p>	<p>\$15,000 - \$25,000</p> <p>(depending on level of design and technical complexity, number of actual items and whether installation can be undertaken as part of bike path contracting works)</p> <p>\$15,000 - \$40,000</p> <p>(depending on level of design and technical complexity, and structural substance.)</p>



Hope Street Bridge during
1967 flood.



Planting detail



Sculptural Bicycle Rack
fabricated in mild steel,
"Echidna Pelvis", Helen
Bodycomb, Enver Camdal and
Chris Rak, High Street –
Westgarth, City of Darebin, Vic.
1998



Aerial earthworks (unknown
site and artists), USA.

5.2 Site Specific Projects

A number of sites and themes have been identified which warrant the focus of individual artworks or celebrations/projects. The options identified here have been nominated by the Councils involved and the Moonee Ponds Creek Coordinator to reflect the current priorities along the Creek. The themes for each project have been derived from the research and community consultation process. To enable continuity of involvement key organizations have been identified from the consultation process to participate in the project implementation. It is understood that the capacity of each Council to commit to the implementation of the Public Art Strategy will vary. The information presented here for each site and project will form the basis for the development of the development of project briefs to proceed with implementation. The cost estimates are based on general knowledge of the scope and resources required, they should be treated as a guideline only.

This section identifies projects in the following municipalities/areas:

- ☐ City of Moreland
- ☐ City of Moonee Valley
- ☐ Melbourne Docklands



Wedge-tailed Eagle
Drawing by Glenn Romanis ©

5.2.1 City of Moreland

Site: Oak Park Leisure Centre (Melway 16 H7)

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
(a) Entranceway that introduces/celebrates Moonee Ponds Creek	Collaborative Artist/Community project	<p>Application of Moonee Ponds Creek totems, designed through design manual project</p> <p>Shapes, images and text that expresses key aspects of cultural and environmental heritage, used in conjunction with notions of play in and around the creek</p>	<p>Visual artist and community</p> <p>Local groups that have participated in the formulation of the Art Strategy and have expressed an interest in further involvement include: Moonee Ponds Creek Association Kulin Nation Essendon Airport Tullamarine Freeway residents Group Strathmore Secondary College Over 50's bicycle riders Coburg Helping Hand Adult training facility</p> <p>Other potential participants may include - a specific target group such as local school (Strathmore North Primary School, St Francis de Sales School)</p> <p>AND/OR</p> <p>- locally active sports centre or resident groups</p>	<p>\$15,000 - \$40,000</p> <p>(depending on level of design and technical complexity, and structural substance.)</p>

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
<p>(b) Interpretive trail - offering images and text that could be painted, sand-blasted or cast in concrete relief</p> <p><i>*Part of this trail might comprise 'fossils', created using found/'lost' objects - perhaps made in conjunction with or subsequent to Clean up Australia Day</i></p>	Collaborative Artist/Community project	Local oral histories/anecdotes about life in the vicinity of the creek.	<p>Visual artist / writer and community</p> <p>Local groups that have participated in the formulation of the Art Strategy and have expressed an interest in further involvement include: Moonee Ponds Creek Association Essendon Airport Tullamarine Freeway residents Group Strathmore Secondary College Over 50's bicycle riders Coburg Helping Hand Adult training facility</p> <p>Other potential participants may include -those who are publicly invited (through local press and community newsletters) to take part in the project</p> <p>AND/OR</p> <p>- a specific target group such as local school (Strathmore North Primary School, St Francis de Sales School)</p> <p>AND/OR</p> <p>- locally active sports centre or resident groups</p>	<p>\$10,000 - \$20,000</p> <p>(depending on level of design and technical complexity and number of actual items)</p>

Municipality: City of Moreland

Site: John Pascoe Fawcner Reserve (Melway 16 F6)

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
<p>(a) Community event such as: Community Kite making day. *Kulin Nation have already indicated their interest to do this, making kites and sharing the story of Bunjil - through kites, storytelling and dance</p>	<p>Artist Initiated Project Concept (Council may engage Aboriginal artists through Kulin Nation)</p>	<p>Bunjil (Wedge tailed Eagle, creator of the land, people and animals)</p>	<p>Kulin Nation artists and Community</p> <p>Local groups that have participated in the formulation of the Art Strategy and have expressed an interest in further involvement include: Moonee Ponds Creek Association Tullamarine Freeway residents Group Strathmore Secondary College Coburg Helping Hand Adult training facility</p> <p>Other potential participants may include - a specific target group such as local school (Oak Park Primary School, Strathmore North Primary)</p> <p>AND/OR</p> <p>- general public, notified through local press and community newsletters</p> <p>AND/OR</p> <p>-local sporting groups</p>	<p>\$2,000 - \$3,000</p>

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
(b) Foot Bridge treatment/Creek Entranceway	<p>Direct Commissioning of Artist by Council</p> <p>OR</p> <p>Collaborative Artist/Community project</p>	<p>Post settlement history - the La Trobe collection, and Coburg Historical Society have a selection of early images that could be used in conjunction with local oral histories/anecdotes about life in the vicinity of the creek.</p> <p>Also, use of shapes, images and text that express key aspects of environmental heritage.</p>	<p>Artist</p> <p>OR</p> <p>Artist and Community</p> <p>Local groups that have participated in the formulation of the Art Strategy and have expressed an interest in further involvement include: Moonee Ponds Creek Association Essendon Airport Tullamarine Freeway residents Group Strathmore Secondary College Over 50's bicycle riders Coburg Helping Hand Adult training facility</p> <p>Other potential participants may include - a specific target group such as local school (Oak Park Primary School, Strathmore North Primary) AND/OR - general public, notified through local press and community newsletters AND/OR -local sporting groups</p>	<p>\$15,000 - \$40,000</p> <p>(depending on level of design and technical complexity, and structural substance.)</p>

Municipality: City of Moreland

Site: Hope-Dawson Street (Melway 29 B6)

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
(a) Tullamarine Freeway Sound Walls used as Public Gallery exhibition space for artworks that could be permanent or temporary - being altered, rotated or replaced at intervals.	<p>Collaborative Artist/Community project</p> <p>OR</p> <p>(Possibly) Artist Initiated Project Concept</p> <p>*Moonee Ponds Central and Brunswick Secondary College are in the planning stages for an inter-school collaborative artwork that celebrates the Moonee Ponds Creek environment. This follows several years of extensive science projects based on the creek.</p>	<p>The Moonee Ponds Creek environment, issues relating to its ongoing protection, water quality etc, explored in conjunction with prominent aspects of local cultural and natural history.</p> <p>Colour and texture</p> <p><i>*Some of the artworks on this wall might comprise 'fossils', created using found/'lost' objects - perhaps made in conjunction with or subsequent to Clean up Australia Day</i></p>	Moonee Ponds Central School and Brunswick Secondary College, (as part of their ongoing Creek awareness and protection program)	<p>\$20,000 - \$40,000</p> <p>(installation of robust and aesthetic infrastructure to support revolving exhibition program)</p> <p>Individual exhibitions co-funded with community organisations eg. local schools, Artists and Environmental Designers In School.</p>

Municipality: City of Moreland

Site: Northern Zone Concept Plan (Melway 16 D2)

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
(a) Environmental Sculpture with possible kinetic quality, through which themes are addressed with potential for water aeration of other positive environmental impact	Direct Commissioning of Artist by Melbourne Water	Water quality Wind Water and environmental management Wetlands	Artist	\$30,000-\$50,000
(b) Children's play elements, providing enticing opportunities for exploration, discovery and play	Direct Commissioning of Artist OR Collaborative Artist/Community project	Fauna and wetland habitats Indigenous heritage, such as depiction or interpretation of traditional tool shapes and materials	Artist (consideration of appointment of an aboriginal artist or cultural heritage adviser)	\$30,000-\$50,000

5.2.2 City of Moonee Valley
Site: Boeing Reserve (Melway 16 D5)

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
(a) Gateway treatment, to the Reserve.	Collaborative Artist/Community project OR Direct Commissioning of Artist by Council	Possible application of Moonee Ponds Creek totems, designed through design manual project, used in conjunction with images and text that express key aspects specific to the site, such as local experiences of the creek and its proximity to Essendon Airport.	Artist and Community Local groups that have participated in the formulation of the Art Strategy and have expressed an interest in further involvement include: Moonee Ponds Creek Association Tullamarine Freeway residents Group Essendon Airport* Civil Aviation Historical Society *(Essendon Airport have expressed interest in support for works that relate to the Airport, possibly with a willingness to co-fund)	\$25,000 - \$40,000 (depending on level of design and technical complexity and extent of overall works)
(b) Community gathering space on the Creek encompassing the pathway, 'dressing' the existing bridge and rotunda, possible signage		Storytelling, oral history in relation to local memories of the Creek with writer-in-residence.	Other potential participants may include - Local sporting club members, local residents and local environment groups OR Artist only	\$25,000 - \$40,000 (depending on level of design and technical complexity and extent of overall works)
(c) Interpretive trail which draws people along the creek to explore further a field				\$10,000 - \$15,000 (depending on level of design and technical complexity and extent of overall works)

Municipality: City of Moonee Valley

Site: Debney Park (South End) (Melway 29 B12)

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
<p>(a) Family friendly Place/Play Space</p> <p>- offering interpretive, experiential, sensorial experience and a sense of discovery.</p> <p>Play items could incorporate:</p> <p>sculpture/equipment for climbing and exploration, some of which could allow access to the creek (such as a ramp)</p> <p>sculptural seating works</p> <p>landscaping and key plantings that render secondary/sculptural forms or offer sensory experiences</p> <p>(b) Gathering space for social activities eg. picnic area.</p>	<p>Collaborative Artist/Community project</p> <p>- <i>possibly in combination with</i></p> <p>Design Team coordinated by Council</p> <p>Works undertaken at this site should be integrated with existing planning in relation to the Flemington Gateway project, refurbishment of the Flemington Community Centre.</p> <p>Community involvement is essential at this site, and development should encourage enjoyment and use of the area by a broad range of people, not only the residents of the nearby flats.</p>	<p>Cultural diversity of the community</p> <p>the theme of water in different cultures</p> <p>the 100 year flood</p> <p>the natural within the constructed environment</p> <p>Colour and Texture</p>	<p>Artist, Landscape architect and other design professionals, community.</p> <p>Local groups that have participated in the formulation of the Art Strategy and have expressed an interest in further involvement include:</p> <p>Moonee Ponds Creek Association Tullamarine Freeway residents Group Kensington Association Flemington Community Centre (Advisory Committee and Ceramics Group) Flemington Neighbourhood House (Healthy Lifestyle Group, Craft Group, Community Education Officer) Boomerang Club (art group, walking group) Ascot Vale Primary School Moonee Valley Bicycle Users Group</p> <p>Other potential participants may include - Debney park Secondary College, Flemington Primary School, St Brendans School</p>	<p>\$30,000 - \$100,000</p> <p>(depending on level of design and technical complexity and extent of overall works)</p>

5.2.3 Melbourne Docklands

Site: Footscray Road (Melway 43 A7)

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
<p>(a) Entranceway and path treatment (perhaps should be undertaken together with Moonee Ponds Creek Estuary works)</p> <p><i>*Sound works here could comprise sound recordings made in the upper reaches of the creek, and replayed/relayed at this site</i></p>	<p>Direct Commissioning of Artist by Council</p> <p>OR</p> <p>Design Team</p>	<p>Possible application of Moonee Ponds Creek totems, designed through design manual project, used in conjunction with images that highlight the connection between the Moonee Ponds Creek and the marine life of the bay</p> <p>The evolution of the creek - connection to the upper reaches</p> <p>Introduction to the shared trail network</p>	Artist	<p>\$30,000-\$50,000</p> <p>(depending on level of design and technical complexity and number of actual items)</p>

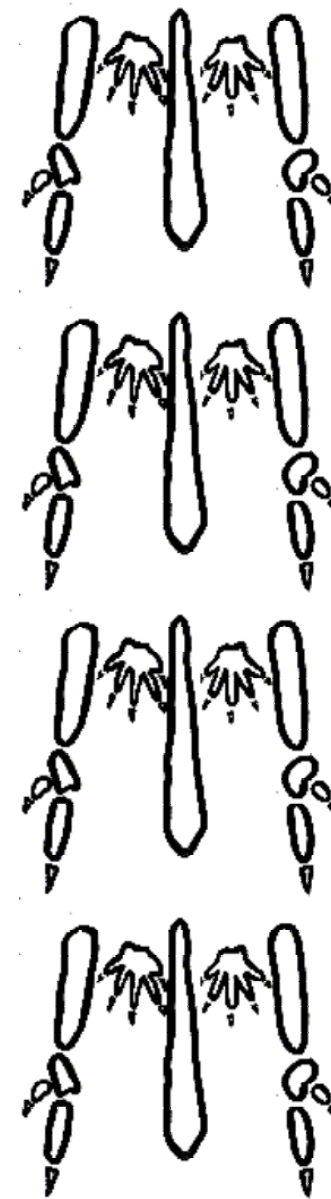
Melbourne Docklands**Site: Moonee Ponds Creek Estuary (Melway 43 A9)**

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
(a) Entranceway and path treatment and sculptural work(s)	Direct Commissioning of Artist by Council	Pre-settlement uses of the estuary (layering of history) Changes in the course of the creek Indigenous flora/fauna	Artist	\$30,000-\$50,000 (depending on level of design and technical complexity and number of actual items)
(b) Viewing platforms / boardwalks - that facilitate direct access to the creek	Direct Commissioning of Artist by Council <i>- possibly in combination with</i> Design Team coordinated by Council	Human impact on the creek environment Changes in the path of the creek Indigenous flora/fauna	Artist, landscape Architect and other design professionals	\$50,000-\$100,000 (depending on level of design and technical complexity, number of actual items, and extent of landscaping to be undertaken within this budget)

5.2.4 Additional Project Sites

The following sites have been identified as providing important project opportunities that are currently outside the capital works/budget priorities of the authorities involved. It is anticipated that these projects can be funded from a range of sources (see appendices) and that the implementation process should continue to involve artists working with the communities that have identified the following project opportunities in the following municipalities/sites:

- ☐ Urban Land Corporation
- ☐ City of Hume
- ☐ City of Moreland
- ☐ City of Moonee Valley
- ☐ City of Melbourne
- ☐ Melbourne Water



Eastern Grey Kangaroo track
Drawing by Glenn Romanis ©

Responsible Authority: Urban Land Corporation

Site: Mitchell Lazry Quarry (Melway 5 G6)

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
(a) Large scale earth-work, designed to be 'read' from an aerial perspective	Direct Commissioning of Artist	Creek identity - possibly an 'artful' means of signage or environmental message	Artist	\$50,000-\$100,000 (depending on level of design and technical complexity, and extent of landscaping to be undertaken within this budget. it may be possible to undertake earthmoving as part of the final landscaping plan, hence significantly minimising construction costs)
(b) Plane observation installation, such as deckchairs or large observation seating/reclining facilities	Direct Commissioning of Artist OR Collaborative Artist/Community project	Playful exploration of voyeurism into the skies Aviation and industrial heritage	Artist OR Artist and Community Local groups that have participated in the formulation of the Art Strategy and have expressed an interest in further involvement include: Moonee Ponds Creek Association Essendon Airport Other potential participants may include- Tullamarine Airport, Civil Aviation Historical Society, local residents	\$20,000-\$50,000

Municipality: City of Hume

Site: Yuroke Creek Junction (Melway 6 D8)

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
Community gathering space – a permanent hearth for events and gatherings. This may include seating, interpretive elements that encourage exploration of the site.	Collaborative Artist/community project OR Design Team coordinated by Council	Indigenous heritage (the hearth) and story telling The creek through time - exploration of the 'layers of history', including aboriginal occupation of the region, artefacts, land usage and post-settlement aspects.	Visual Artist, Landscape Architect and Community. Local groups that have participated in the formulation of the Art Strategy and have expressed an interest in further involvement include: Moonee Ponds Creek Association Kulin Nation Koori Heritage Trust Friends of Upper Moonee Ponds Creek Broadmeadows Sporting Club Other potential participants may include - a specific target group such as local school (Westmeadows Primary, Broadmeadows West Primary, Hillcrest Secondary College) AND/OR - locally active environmental or resident groups	\$15,000 - \$30,000 (depending on level of design and technical complexity, and extent of landscaping to be undertaken within this budget)

Municipality: City of Hume

Site: Broadmeadows Valley Park (Yuroke Creek) (Melway 6 D8)

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
<p>Family friendly Place/Play Space</p> <p>- offering interpretive, experiential, sensorial experience and a sense of discovery.</p> <p>The play items could incorporate:</p> <p>sculpture/equipment for climbing and exploration</p> <p>sculptural seating/reclining works</p> <p>landscaping and key plantings that render secondary/sculptural forms or offer sensory experiences</p> <p><i>*A project such as this could be 'opened' with a community art event, at which works from clay, sticks, grass, rocks - ephemeral sculptural works - are made to be later washed away. The making of them entails a sense of ownership ritual and enforces the temporary nature of everything around us (and that 'art' need not be 'permanent').</i></p>	<p>Collaborative Artist/Community project</p> <p>- possibly in combination with</p> <p>Design Team coordinated by Council</p>	<p>Environmental heritage ie, Moonee Ponds Creek flora/fauna</p> <p>Fauna of the past, ie megafauna such as the diprotodon</p> <p>Indigenous heritage, such as depiction or interpretation of traditional tool shapes and materials</p> <p>Flora - past and present indigenous plants, their possible uses, perhaps plants that also lend themselves to sculptural applications</p>	<p>Visual Artist, Landscape Architect, 'other' design professionals and Community.</p> <p>Local groups that have participated in the formulation of the Art Strategy and have expressed an interest in further involvement include:</p> <p>Moonee Ponds Creek Association Kulin Nation Koori Heritage Trust Friends of Upper Moonee Ponds Creek</p> <p>Other potential participants may include</p> <p>- a specific target group such as local schools (Meadow Fair North Primary, Westmeadows Heights Primary, Erinbank Secondary College) AND/OR - locally active resident groups</p>	<p>\$35,000 - \$100,000</p> <p>(depending on level of design and technical complexity, number of actual items, and extent of landscaping to be undertaken within this budget)</p>

Municipality: City of Moreland

Site: Mitchell Parade (Melway 29 A1)

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
(a) Artworks for installation on the Tullamarine Sound Wall - these might be painted onto the wall or pre-fabricated off-site and installed in panels	Collaborative Artist/Community project OR Direct Commissioning of Artist by Council	Re-introduction of the natural into the unnatural (see the stone weirs and recent plantings) (Construction of) the natural within the constructed environment	Artist and Community Local groups that have participated in the formulation of the Art Strategy and have expressed an interest in further involvement include: Moonee Ponds Creek Association Tullamarine Freeway residents Group Strathmore Secondary College Pascoe Vale Primary School	\$10,000 - \$20,000 (depending on level of design and structural substance.)

Responsible Authority: Melbourne Water

Municipality: City of Moonee Valley / City of Melbourne

Site: Moonee Ponds Creek Channel Nth of Flemington Road Intersection (Melway 29 B12)

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
<p>(a) Use of creek channel for amphitheatre, performance or temporary exhibition space in summer months</p> <p><i>(Site offers vehicle and pedestrian access, lock-up storage, ramped grassy verge suitable for seating. The site lends itself to performance works possibly with an aerial component, slide projections or film).</i></p>	Artist Initiated Project	<p>Within/without the city.</p> <p>Within/without the natural.</p> <p>Exploration of sound and space</p>	<p>North Arts Forum</p> <p>Local performance artists</p>	\$10,000-\$30,000

Municipality: City of Moonee Valley

Site: Strathnaver Reserve/Horseshoe Bend (Melway 16 D6)

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
Environmental sculptural work(s) that include potential for contemplative, interpretive experiences	Direct Commissioning of Artist by Council	Indigenous heritage, particularly history of mining and trading of silcrete deposits in the vicinity of this site	Artist	\$25,000-\$50,000 (depending on extent of overall works)

Municipality: City of Melbourne

Site: Arden Street – Macauley Road Shared Pathway (Melway 43 A4)

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
(a) Installation which responds to tidal flows and changing water levels, either by interaction with different water levels, or work that actually avoids interaction through being aerial - however paying direct reference to the theme of flood/changing water levels Measurement of water levels/quality	Direct Commissioning of Artist by Council	100 year flood tidal flow fluctuating water levels	Artist Resident Groups North Arts Forum	\$30,000-\$100,000 (depending on the scope of works. They will reflect the funds supplied!)
(b) Living freeway project - use of the concrete structures as a canvas or as a 'trellis'	Direct Commissioning of Artist by Council <i>- possibly in combination with</i> Design Team coordinated by Council	Greening of freeway Reclamation of the natural within the built environment. Intertwinement of nature and transport	Artist <i>- possibly in combination with</i> design team	\$30,000-\$100,000 (depending on the scope of works. They will reflect the funds supplied!)
(c) Lighting installation	Direct Commissioning of Artist by Council <i>- possibly in combination with</i> Design Team coordinated by Council	Highlighting the beauty of engineering concrete forms.	Artist <i>- possibly in combination with</i> design team	\$30,000-\$100,000 (depending on the scope of works. They will reflect the funds supplied!)

Municipality: City of Melbourne
Site: Arden Street Bridge (Melway 43 B3)

Project Opportunity	Project Model	Themes	Participants	Cost Estimate
Pocket park on western side of bridge, encompassing - <ul style="list-style-type: none"> • Entrance way treatment • Interpretive material about the creek, history of the site 	Design Team coordinated by Council	Indigenous heritage, natural history and industrial history of this site (having changed from wetland to creek to industrial water transport channel)	Artist and landscape architect, other design professionals North & West Melbourne Residents Association Kensington Association	\$40,000 - \$60,000 (depending on level of design and technical complexity, number of actual items, and extent of landscaping to be undertaken within this budget)



Moonee Ponds Creek storm water drain outlet

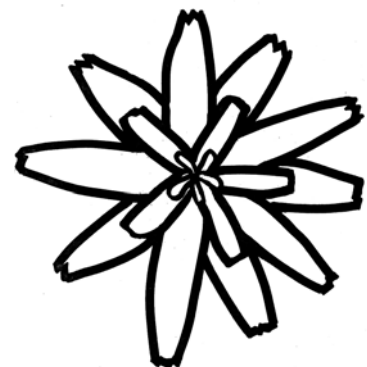
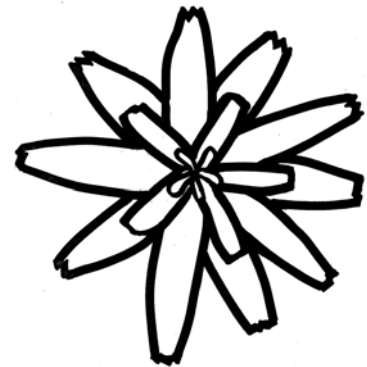
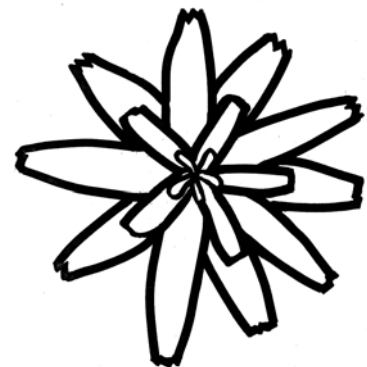
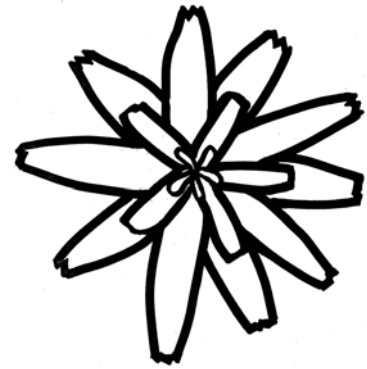
6. Strategy Implementation

It is essential that the implementation of the Moonee Ponds Creek Public Art Strategy is well planned and closely coordinated under an agreed format and with realistic, achievable timelines. If momentum for the five-year plan or the commitment to a carefully coordinated overall approach lapses, the integrity of the vision will be compromised, as will the quality of outcomes.

6.1 Priorities for Implementation

A feature of this project has been the cooperation and coordination of the research and consultation across four municipalities, the following strategies are recommended to build on this work and realise the potential identified in the Public Art Strategy for the Moonee Ponds Creek:

- i. Moonee Ponds Creek Coordinator to convene quarterly progress meetings [Moonee Ponds Creek Public Art Strategy Working Group] of relevant Council officers (cultural development and open space) to monitor the implementation process.
- ii. Appointment of an artist/designer at the earliest convenience to develop a portfolio of 'Creek Totems' for use in a range of formats (estimated project fee (\$6,000) to be allocated by interested stakeholders).
- iii. The 'Working Group' to negotiate with Melbourne Water to establish a design manual/methodology for public amenities along the Creek.
- iv. Individual Councils/authorities to identify budget allocations for implementation of the project priorities in Section 5 of this strategy.
- v. Briefing of council and Melbourne Water open space planners and landscape architects regarding the objectives and priorities of the Public Art Strategy.



Murnong Daisy
Drawing by Glenn Romanis ©

APPENDICES

Summary of Consultation Process

Contact List

Artists Brainstorm of Project Options

Creek Day Information

Summary of Public Feedback

Arts Resource and Funding Organisations



Essendon Airport, with Douglas DC3 and Dragon Rapid

Summary of Consultation Process

MOONEE PONDS CREEK ART STRATEGY

Consultation & Research Process – Summary of Issues & Opportunities

The research and consultation process to identify key themes and issues for the Moonee Ponds Creek Public Art strategy is now complete. This paper provides a brief summary of the themes and opportunities emerging from consultation/research with over forty individuals and groups regarding the potential for public art along the Moonee Ponds Creek.

Groups and organisations consulted included:

- ❑ Municipalities of Hume, Moreland and Moonee Valley.
- ❑ Melbourne Water
- ❑ Moonee Ponds Creek Association
- ❑ Friends of Upper Moonee Ponds Creek
- ❑ Kensington Association
- ❑ North & West Melbourne Residents Association
- ❑ Tullamarine Freeway Corridor Residents Group
- ❑ Essendon Airport
- ❑ Flemington Neighbourhood House (Healthy Lifestyle Group, Craft Group, Community Education Officer)
- ❑ Flemington Community Centre (Advisory Committee, Ceramics Group)
- ❑ Boomerang Club (art group, walking group)
- ❑ Coburg Helping Hand Adult Training Facility (art group)
- ❑ Living Museum of the West
- ❑ Koorie Heritage Trust
- ❑ Kulin Nation
- ❑ Aboriginal Affairs Victoria
- ❑ Civil Aviation Historical Society
- ❑ Essendon Historical Society
- ❑ Coburg Historical Society
- ❑ Pascoe Vale Primary School
- ❑ Ascot Vale Primary School
- ❑ Moonee Ponds Central School
- ❑ Strathmore Secondary College
- ❑ Moonee Valley Bicycle Users Group
- ❑ Over 50s Bicycle Riders
- ❑ Broadmeadows Sporting Club
- ❑ Individual residents

THEMES & ISSUES	IDEAS & OPPORTUNITIES
<ul style="list-style-type: none"> ❑ Limited capacity of surrounding Councils for new capital works programs (lack of public amenities) ❑ Constraints of Melbourne Water regarding flow along the creek ❑ Need for greater diversity of types of open space/recreation opportunities & experiences, social gathering spaces. ❑ Degradation of the creek environs; water quality, vegetation, dominance of built form, poor maintenance, re-vegetation a priority. ❑ Children's play along the creek; preference for informal experiences and adventure. ❑ Impact of existing infrastructure, dominates natural values/presence if major industry. ❑ Presence of/lack of wildlife. ❑ Changing uses over time; impact of some uses eg. grazing, industry, infrastructure development. ❑ Indigenous significance ❑ Geology ❑ Importance of the shared trail ❑ Access to water ❑ Safety ❑ Increase community usage and ownership 	<ul style="list-style-type: none"> ➤ Integration of art/creative elements into existing Council strategies and priorities (eg. signage, playgrounds, recreation reserve re-development) ➤ Artistic treatment of functional items (eg. street furniture, rubbish bins, bike racks) ➤ Treatment of functional elements (eg litter traps, signage, water aeration) ➤ Enhancement of the quality and types of experience available (eg. interpretation, reflection, informal play) ➤ Interesting plantings with aesthetic and educational value (eg. Native gardens, nature trails) ➤ Innovative and interactive interpretation of heritage and environmental values. ➤ Treatment of the concrete (eg. facility for graffiti, greening process) ➤ Innovative play opportunities, tactile and imaginative experiences. ➤ Commentary on the development and 'evolution of the environment and its uses. ➤ Acknowledgment and interpretation of wildlife and habitats. ➤ Interpretation and acknowledgment of different layers of history/storytelling/traditional lifestyle. ➤ Acknowledgment of the name and its derivation/events to interpret and celebrate. ➤ Use of local materials in design and construction, interpretation and storytelling. ➤ Improved signage, understanding the localities as you move through them, access points to the trail. ➤ Ponds, walk ways, rocks, mounding, sculptural elements, drinking fountains! ➤ Lighting, increased usage, clear access points. ➤ Opportunities for involvement, reflecting local values and interests, identifying key activity points.

These ideas were discussed at the project team meeting of 13.4.2000 and provided the background for the brainstorming of public art opportunities, a summary of this exercise follows.

Contact List

FirstName	LastName	JobTitle	Company	Address1	Address2	City	State	PostalCode
Larry	Walsh		Living Museum of the West	PO Box 60	Highpoint City	MARIBYRNONG	VIC	3032
Gary Victor	Presland Briggs	Head Curator	Koorie Heritage Trust	GPO Box 666E 234-236 Flinders Lane		MELBOURNE MELBOURNE	VIC VIC	3001 3000
Lenny	Pregonnin g		Koorie Heritage Trust	234-236 Flinders Lane		MELBOURNE	VIC	3000
Shannon	Faulkhead		Koorie Heritage Trust	234-236 Flinders Lane		MELBOURNE	VIC	3000
Byron	Powell		Kulin Nation Cultural Heritage Organisation	Suite 1	241 Thomas Street	DANDENONG	VIC	3175
Steve	Avery		Aboriginal Affairs Victoria	Level 7	589 Collins Street	MELBOURNE	VIC	3000
Cathy	Connop	Co-ordinator	Flemington Neighbourhood House	28 Farnham Street		FLEMINGTON	VIC	3031
Michelle	Alchin	Education Officer	Kensington Neighbourhood House	89 McCracken Street		KENSINGTON	VIC	3031
Shirlee	Campbell	Acting Manager	Flemington Community Centre	25 Mount Alexander Road		FLEMINGTON	VIC	3031
Ciro	Castellanos	Program Co-ordinator	North Melbourne Community Centre	49 Buncle Street		NORTH MELBOURNE	VIC	3051
Rebecca	Smith	Program Co-ordinator	North Melbourne Community Centre	49 Buncle Street		NORTH MELBOURNE	VIC	3051
Sharon	Gray	Program	The Boomerang	34 Wilson Street		MOONEE PONDS	VIC	3039

FirstName	LastName	JobTitle	Company	Address1	Address2	City	State	PostalCode
Marie	Rowan	Worker Co-ordinator	Club The Boomerang Club	34 Wilson Street		MOONEE PONDS	VIC	3039
Dimitra	Phisa	Art Program Co-ordinator	Coburg Helping Hand	6 Bellevue Street		COBURG	VIC	3058
Annette	McConville	Program Co-ordinator	Coburg Helping Hand	6 Bellevue Street		COBURG	VIC	3058
David	Ettershank	Convenor	Kensington Association	PO Box 1208		KENSINGTON	VIC	3031
Ambi	Kavr	Multicultural Womens Social Group	Niddrie Neighbourhood House	9 Matthews Avenue		NIDDRIE	VIC	3042
Leila	Alloush	Client Services Team Leader	Northern Metropolitan Migrant Resource Centre	175 Glenroy Road		GLENROY	VIC	3046
David	Pyman			53 Victoria Crescent		MONT ALBERT	VIC	3127
Lynton	McFadzcan			30 Shields Street		FLEMINGTON	VIC	3031
Deborah	Wilson			41 Bryant Street		FLEMINGTON	VIC	3031
Frankie	McBride			67 Victoria Street		FLEMINGTON	VIC	3031
Anne	Emery			76 Mooltan Street		FLEMINGTON	VIC	3031
Jo	Kinnane			939 Park Street		WEST BRUNSWICK	VIC	3055
Trish	Bult			94 Noga Avenue		EAST KEILOR	VIC	3033
Hilda	Stanton			7 Afton Street		ESSENDON	VIC	3040
Elizabeth	Chinga			68/33 Alfred Street		NORTH MELBOURNE	VIC	3051
Glynda				41 Wolseley Parade		KENSINGTON	VIC	3031

FirstName	LastName	JobTitle	Company	Address1	Address2	City	State	PostalCode
Tahnee Lyn	Healey			42 Gower Street		KENSINGTON	VIC	3031
				94/126 Racecourse Road		FLEMINGTON	VIC	3031
Marlene Robyn	Mogford Cottrill			52 Barnett Street		KENSINGTON	VIC	3031
				56 Brentwood Avenue		PASCOE VALE	VIC	3044
Patricia	Kerr		c/- Flemington Neighbourhood House	28 Farnham Street		FLEMINGTON	VIC	3031
Annette	McConville			64 Somerlayton Crescent		FAWKNER	VIC	3060
Janice	Robinson			69 Gordon Street		COBURG WEST	VIC	3058
Chris	Black			33 Price Street		ESSENDON	VIC	3040
Jude	Telford			106 Princes Street		FLEMINGTON	VIC	3031
Sue	Armstrong			PO Box 1225		KENSINGTON	VIC	3031
Judi Ceramics Group	Kunstall		Flemington Community Centre	62 Princes Street		FLEMINGTON	VIC	3031
				25 Mount Alexander Road		FLEMINGTON	VIC	3031
Karyn Cheryl Robert	Wilkinson Landolina Tanner	Operations and Technical Manager	Airport Management Centre	60 Munro Street		ASCOT VALE	VIC	3032
				6 Donald Avenue		ESSENDON	VIC	3040
						ESSENDON AIRPORT	VIC	3041
Roger	Meyer	President	Curator Aviation Museum Essendon Airport	Civil Aviation Historical Society		ESSENDON AIRPORT	VIC	3041
Lenore	Frost	Publication Editor	Essendon Historical Society	8 Cliff Street		ESSENDON	VIC	3040

FirstName	LastName	JobTitle	Company	Address1	Address2	City	State	PostalCode
Laurie	Burchell		Coburg Historical Society	17 Warren Street		PASCOE VALE SOUTH	VIC	3044
Audrey	Biggs		Tullamarine Freeway Corridor Residents Group	3a Balfe Crescent		BRUNSWICK WEST	VIC	3055
Colin	Hines		Cleanaway	Private Bag 5		TULLAMARINE	VIC	3043
		The Principal	Pascoe Vale South Primary School	Reynard Street		PASCOE VALE SOUTH	VIC	3044
		The Principal	Ascot Vale Primary School	Bank Street		ASCOT VALE	VIC	3032
		The Principal	Moonee Ponds Central School	Wilson Street		MOONEE PONDS	VIC	3039
		The Principal	Strathmore Secondary College	Pascoe Vale Road		STRATHMORE	VIC	3041
			Moonee Valley Bicycle Users Group					
			Over 50s Bicycle Riders – Coburg					
			Bicycle Users Group					
			Broadmeadows Sporting Club					

Artists Brainstorm of Project Options

**MOONEE PONDS CREEK PUBLIC ART STRATEGY
SUMMARY OF CREATIVE PROJECT SESSION
WITH PROJECT TEAM**

APRIL 13, 2000

THE PURPOSE OF THIS SESSION WAS TO 'BRAINSTORM' A RANGE OF ART OPPORTUNITIES, FOR POSSIBLE INCLUSION IN THE MOONEE PONDS CREEK PUBLIC ART STRATEGY PLAN, BASED ON THE OBSERVATIONS OF THE ARTISTS AND THE OUTCOMES OF THE CONSULTATION PROCESS. THE PARTICIPANTS WERE MICHELLE HOWARD, HELEN BODYCOMB, GLENN ROMANIS, LISS GABB, JAN SARIC AND BRUCE EARLES.

THE FOLLOWING IS AN UN-EDITED SUMMARY OF IDEAS DIRECTLY EXPRESSED BY THE ARTISTS IN THIS SESSION, GROUPED UNDER KEY HEADINGS.

SUMMARY

KEY CONSIDERATIONS

- Koori Cultural Heritage layer is pervasive throughout the site and the projects. The upper reaches of the creek still reveal many sites, in the lower reaches all remnants are concealed (like time capsules), encased within concrete. Perhaps the notion of - if only objects could speak of the past - the moment when time collapses - through wonder at who held this object last, what did they feel, what was their life, etc. Koori culture should be represented as living, and as a practical culture. Commonalities, ie, between animal tracks, Koori tracks, Cobb and Co trails, etc
- Historical interpretations are never absolute - they are the products of the time, mood and person who recorded them.
- Text-based interpretation should be avoided in favour of visual, experiential, sculptural tools to educate and inform. Language is prescriptive and tenses too definitive

EPHEMERAL WORKS/HAPPENINGS

- Earthworks - sculptural treatments of soil, clay, rocks, that will wash or blow away (*nothing is permanent, time is a measure of change., emphasis of this as a constantly changing, dynamic environment - graffiti event.*)
- Use of Sound barriers for changing visual/aural artworks
- sound recorded at points along the creek, to be replayed at other points, emphasising the contrasts in the creek's aural character.
- exploration of acoustic qualities of sound barrier
- exploration of sound under freeway overpasses
- Environmental sculpture using 'out of favour' plants, ie, use the weeds, discourage random planting, encourage protection of legitimate plantings, etc
- Graffiti event - annual event that is well documented and looks at how graffiti identifies a point in time, ie, mutant ninja turtles (lived in drains, "Heroes in a half shell", Pokemon, etc.)

SITES TO BE GIVEN SPECIAL CONSIDERATION

- Area directly north of zipper - potential for amphitheatre usage
- Arden Street/Macauley Road stretch, heavily used and with limitations from 100 year flood (This could be a good topic for artworks!)
- The big plug (Westmeadows?), environmental education piece that addresses water quality/quantity issues.
- Vicinity of airport(s) - aviation history,
Essendon airport vicinity to be celebrate as a social history site, wind socks??
Tullamarine - great potential for earthworks to be read from the air
- Culturally specific sites to be given identification 'markers', ie loops in the river that were camping sites. These are areas that naturally lend themselves to reflective, passive experiences of the creek.
- Marking the original course of the creek, showing how it has been re-directed (urban development permitting!)
- Community Gathering points that allow easy access:
 - Flemington Community Centre
 - Boeing Reserve
 - Broadmeadows Park
 - Tullamarine/Ring Road (Golf course planned?)
- Oak Park - skateboard ramp
- Holbrook Reserve - a BBQ and recreation area that looks over 3 different concrete surfaces
- Melbourne Water wetland site - let's get on board with this one now!

FUNCTIONAL AMENITIES

- Explore potential for bike racks, seating, lighting, rubbish bins, drinking fountains, to be installed along entire length of the creek. These could be 'standardised', with slight variations (ie, inclusion of 'cameo' works in steel/mosaic) that provide opportunity for some site-specific identification/celebration.
- Sound and/or visual sculpture that is activated by movement of bikes (ie, xylophone effect of some suspension bridges.)
- Shelters for people and creatures - ie, at bird habitat, where comfortable observation can be made during rain.
- Texture and colour to be applied to concrete superstructures, perhaps images/objects that address the intertwinement of transport and development with nature.
- Dual usage sculpture/BMX or skateboard track.
- Dual function furniture that measures change in water levels.
- Artistic treatments to litter traps
- Artworks that aerate the water

COMMUNITY ART EVENTS/PERFORMANCE

- Essendon Airport 80th anniversary - historic theme with dress-ups, vintage cars, planes, as part of the creek environment

- Fossils created - creation of 'lost' things, by schools to install on one of the large concrete surfaces (could connect with Clean Up Australia Days)
- Heritage walks/events - that acknowledge the changing seasons and life cycles of the creek, flora, bush tucker, cobb and co sites, etc
- Reclaim the Creek Festival - or addition to existing community festivals that celebrate this
- Tap into the existing momentum of Moonee Ponds Central and Brunswick Secondary College projects
- Community/Music Festival at Nursery Corner (beautiful grassy plateau, easily viewed from both sides of the creek.)
- Projections onto the concrete surfaces that express layers of history
- Enviro-Festival - universal dance, music story performances based on culture/water, RITUAL - reclaim the creek
- Slide show/film in the vicinity of the zipper
- 'Today's image', in chalk, etc, an image for today for today's transient audience

PERMANENT ARTWORKS - PUBLIC COMMISSION OR COMMUNITY ART PROJECTS

- small objects/treasures/tracks to meander in and around the creek, ie, an 'unnatural' nature walk
- Rocks positioned to write text or with text written on them, use of 'lost' words, language..
- Use of superstructures as a canvas, colour along over passes (light?) - perhaps to highlight the beauty in engineering, totem (concrete) poles
- Air movement (windsock)
- Water movement (water wheel type inter activity with wind/water)
- roofing iron canoes
- Interpretation tools actuated through types of amenity (ie, killing stick seat)
- Viewing platform over the creek, or paths that allow crossing the creek
- Aerial artworks (that won't interfere with 100 year flood level)
- Large 'shadow' images etched into the concrete - visible in complete form only from a distance
- Flicking creek images on freeway walls,scope/....trope (flip-card)
- Play elements - to be kept open-ended (not prescriptive), but interpretive devices within patterns, repetition, opportunities for discovery play, notions of territory

ART TREATMENTS

- Linking devices
- Signage - using local materials, themed for the length of the creek, using red gum, silcrete, tanned hide, basalt, sandstone, etc. Signage can measure distance, create landmarks - both past and present

- Interpretive elements, ie, fossils, crashed planes, bronzed rubbish, text in the path
- Sculptural play elements, ie, mazes, skateboard ramps, giant stepping stones
- Time line as a midden or archaeological site, showing layers from old artefacts to shopping trolleys
- Botanical drawings - sculptures as interpretive elements
- Entrance/creek access point treatments
- COLOUR - there isn't any!! Colour can just be itself - and can wear off over time
- Textural relief treatments of concrete walls
- Incorporate reflective surfaces that catch and direct water reflections to users of creek overpasses

Creek Day Information

CELEBRATING THE CREEK

“A day of community activities along the Moonee Ponds Creek”

* Come and enjoy morning tea on your local creek...

* Take a heritage walk with an aboriginal guide and learn something new about the way the creek was...

* Warm up with free yummy food....

* Win a prize in the treasure hunt...

* Make & decorate your own paper boat to sail down the creek...

* Find out about our ideas for improving the creek environment with art projects and events...

* Tell us about your ideas...

ALL WELCOME...Rain, hail or shine, wear your gumboots!

MOONEE PONDS CREEK PUBLIC ART STRATEGY

Sunday 28th May

10.00 -11.30am

Westmeadows Hall

(Old weatherboard building on south side of Raleigh Street)

Raleigh St

Westmeadows

Melway 6 A7

CELEBRATING THE CREEK

“A day of community activities along the Moonee Ponds Creek”

- * Come and enjoy a bbq lunch on your local creek...
- * Take a heritage walk with an aboriginal guide and learn something new about the way the creek was...
- * Warm up with free yummy food...
- * Win a prize in the treasure hunt or compete in our environmental games...
- * Race your paper boat down the creek...
- * Find out about our ideas for improving the creek environment with art projects & events...
- * Tell us about your ideas...

ALL WELCOME...Rain, hail or shine, wear you gumboots!

MOONEE PONDS CREEK PUBLIC ART STRATEGY

Sunday 28th May
Midday until 1.30pm
John Fawkner Reserve (Pavilion Number 2)
Francis St
Oak Park
Melway 16 F6

CELEBRATING THE CREEK

“A day of community activities along the Moonee Ponds Creek”

- * Come and enjoy a delicious afternoon tea on your local creek...
- * Learn something new about the way the creek was...
- * Guest Performance by local rappers *"Base Anger"* at 3 pm...
- * Warm up with free yummy food....
- * Win a prize in the treasure hunt...
- * Race your paper boat down the creek...
- * Find out about our ideas for improving the creek environment...
- * Tell us about your ideas...

ALL WELCOME...Rain, hail or shine, wear you gumboots!

MOONEE PONDS CREEK PUBLIC ART STRATEGY

Sunday 28th May 2.30-4.00pm
Flemington Community Centre
25 Mount Alexander Rd

Melway 2A D1

Summary of Public Feedback

Moonee Ponds Creek Public Art Strategy
Summary of Comments on Draft Framework from Community Day
 (30 written responses)

Ideas Supported	Ideas Disliked
<ul style="list-style-type: none"> <input type="checkbox"/> Community involvement & ownership <input type="checkbox"/> Community participation in making the art <input type="checkbox"/> Music festival <input type="checkbox"/> Colourful urban art event (eg.graffiti) <input type="checkbox"/> Art in paving & pathways <input type="checkbox"/> Integrated art elements <input type="checkbox"/> Environmental art themes <input type="checkbox"/> Exploring cultural heritage <input type="checkbox"/> Heritage interpretation & celebrations <input type="checkbox"/> Interesting signage <input type="checkbox"/> Treatment of sound barriers along freeway <input type="checkbox"/> Creation of interesting 'community spaces', points of interest along the creek <input type="checkbox"/> Large scale earthworks <input type="checkbox"/> Exploration of local fauna and flora <input type="checkbox"/> Playspaces <input type="checkbox"/> Artists as part of integrated design teams <input type="checkbox"/> Aboriginal designs in the display should be incorporated into creek signage <input type="checkbox"/> Places of retreat <input type="checkbox"/> Community education about local history and local people <input type="checkbox"/> Practical applications for art pieces <input type="checkbox"/> Sculpture which responds to the water changes <input type="checkbox"/> Murals on the concrete <input type="checkbox"/> Any greening of the environment <input type="checkbox"/> Indigenous heritage as a theme <input type="checkbox"/> Elements to touch, smell, hear etc <input type="checkbox"/> A sculptural skating ramp 	<ul style="list-style-type: none"> <input type="checkbox"/> Freestanding artworks <input type="checkbox"/> Graffiti (it would date) <i>[a number of comments in opposition to this]</i> <input type="checkbox"/> 'Stylistic and modernistic' work that is difficult to understand <input type="checkbox"/> Use of too much concrete in artworks (prefer natural materials) <input type="checkbox"/> Importing ideas from elsewhere <input type="checkbox"/> Use of sound barriers, because vandalism will lead to deterioration of the art work <input type="checkbox"/> Don't provide all the ideas up front – let the strategy evolve over time <input type="checkbox"/> Ideas must be in harmony with the environment <input type="checkbox"/> Too vague – need more prescriptive ideas/sketches of designs <input type="checkbox"/> Nothing negative at this stage <i>[a number of people felt this way]</i>

New Opportunities

- ❑ Family get togethers and community events (eg. aboriginal story telling, heritage talks) a permanent stone hearth could be built for this purpose.
- ❑ A shared path along the Oak Park side of the creek with the aboriginal animal markings/designs in it.
- ❑ A tactile pebble mosaic at Debney Park on the creek.
- ❑ Totems in the creek made by local ceramicists.
- ❑ Creative fencing for dangerous points along the creek (eg. Fanny St Reserve)
- ❑ Involvement of local schools in murals – removable boards for a changing display
- ❑ Aboriginal history of section from Moonee Blu (?) to Ring Rd
- ❑ A creative treatment of an exercise circuit.
- ❑ Local heritage – projections of the elephant walks
- ❑ Animal sculptures
- ❑ Sculptured seats and mosaic paving (eg. Apollo Bay, Barwon Heads)
- ❑ Monoliths of stone
- ❑ Growing sculptures using trees etc
- ❑ Dealing with the litter problem in and around the creek (awareness and strategies)
- ❑ Peeling back the layers of history (what did the creek look like pre-concrete?)
- ❑ More community events (eg. planting days)
- ❑ Interesting gateway treatments down to the creek
- ❑ A boat race!
- ❑ Community dance project along the creek which embraces cultural diversity
- ❑ Japanese inspired landscape for quiet contemplation
- ❑ Spiritual places (eg. natural cathedral under a tree canopy, local stone shrines)
- ❑ An annual environmental art prize
- ❑ Keep a long-term view and allow the projects to evolve over time
- ❑ Kite flying and other events for children
- ❑ Working with the private sector along the creek
- ❑ Memory lines
- ❑ Natural play areas
- ❑ Planting of materials for basket making that are suitable for the local area
- ❑ Use of water (feminine and cascading)
- ❑ Summer music and theatre

Arts Resource and Funding Organisations

ARTS RESOURCE AND FUNDING ORGANISATIONS

Australia Council for the Arts

PO Box 788 Strawberry Hills
NSW 2012

Tel: (02) 9215 9000

Toll-free: 1800 226 912

Toll-free: 1800 659 291

www.ozco.gov.au/grants/forms/index.htm

Arts Victoria

Private Bag No 1
City Road Post Office
South Melbourne VIC 3205

Tel: (03) 9684 8888

Toll-free: 1800 134 894

Fax: (03) 9686 6186

Email: artsvic@dpc.vic.gov.au

<http://www.arts.vic.gov.au>

National Association for the Visual Arts (NAVA)

The Gunnery
43-51 Cowper Wharf Road
Woolloomooloo NSW 1335

Tel: (02) 9368 1900

Fax: (02) 9358 6909

Email: nava@culture.com.au

<http://www.culture.com.au/nava>

Disability in the Arts, Disadvantage in the Arts, Australia National Network (DADAA) (Victoria)

Arts Access

24 Eastern Road
South Melbourne VIC 3205

Email: info@artsaccess.com.au

<http://www.artsaccess.com.au>

Multicultural Arts Victoria

Fitzroy Town Hall
Level 1

201 Napier Street
Fitzroy VIC 3065

Tel: (03) 9417 6777

Fax: (03) 9416 3342

Email: martsvic@vicnet.net.au

<http://www.mav.citysearch.com.au>

VISCOPY *(For matters relating to copyright in the visual arts)*

Level 1

72-80 Cooper Street

Surrey Hills NSW 2010

Tel: (02) 9280 2844

Fax: (02) 9280 2855

Email: viscopy@zipworld.com.au

ADDITIONALLY:

Refer to “**Money for Visual Arts**”, arts funding almanac, published by NAVA
(See above)

Refer to “**The Visual Arts Code of Practice – comprising practical and ethical guidelines for Public Art Commissioning**”, also available through NAVA

ADDITIONAL PROJECT FUNDING OPPORTUNITIES MAY BE ACCESSED THROUGH:

- The support of local Businesses and Industry groups
- Vic Health