



Northern Beaches Coast Walk
Public Art Strategic Plan

May 2019



northern
beaches
council

Report Register

The following report register documents the development and issue of the report entitled Northern Beaches Coastal Walkway Public Art Trail—Strategic Plan, undertaken by GML Heritage Pty Ltd in accordance with its quality management system.

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Quality Assurance

GML Heritage Pty Ltd operates under a quality management system which has been certified as complying with the Australian/New Zealand Standard for quality management systems AS/NZS ISO 9001:2008.

The report has been reviewed and approved for issue in accordance with the GML quality assurance policy and procedures.

Project Manager:	Emma McGirr	Project Director & Reviewer:	Sharon Veale
Issue No.	7	Issue No.	7
Signature		Signature	
Position:	Heritage Consultant	Position:	Chief Executive Officer
Date:	15 May 2019	Date:	15 May 2019

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Mayor's Message

The Northern Beaches coast is one of the most beautiful coastlines you will find in the world.

Once complete, the Coast Walk will allow the community and visitors to experience 36km of breathtaking coastline with one continuous pathway.

The area is abundant with pristine beaches, stunning headlands, clifftop bushland and wildlife, and it's rich in stories of historical, environmental, Indigenous and heritage significance.

Public art will help people experience the walk that connects this extraordinary coastal landscape. Artworks will feature both permanent and temporary installations and will function alongside high-quality landscaping, good urban design and wayfinding signage; these will all play a role in complementing the wonderful natural environment and help people to explore the rich culture of the Northern Beaches.

This is why we have put so much energy into consulting with the community and preparing the Coast Walk Public Art Strategic Plan. The plan outlines our community's long-term vision and principles for acquiring and commissioning art along the Coast Walk. It prioritises where artworks can celebrate the people and places of the Northern Beaches and identifies where art can be integrated into both landscape and architecture. We want new works to look and feel like they were meant to be there.

Council and our future creative partners will refer to the strategy when planning and curating artworks so that the experience delivered is of high quality, promotes a sense of connection and is memorable.

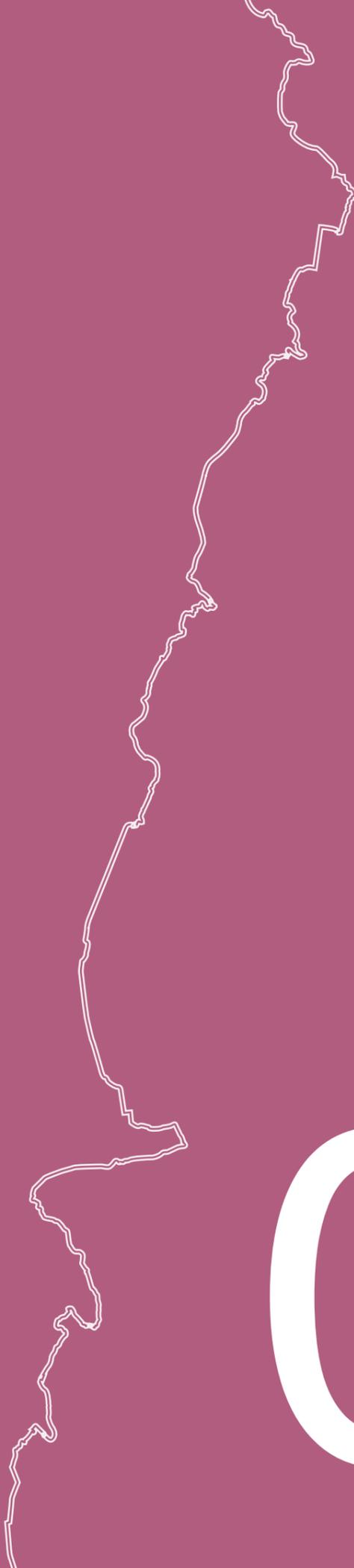
Artists will be invited to respond to the unique character and history of our special places. Their works will help create inspiring public spaces that foster a sense of connection and belonging.

I thank the many people who have been involved in the preparation of this strategy including the community, staff and our consultants. The work here advances on all the wonderful public art initiatives that have over time enriched our community between Manly and Palm Beach.

I look forward to it coming to life.

**Michael Regan, Northern Beaches Mayor
May 2019**

Introduction



01

The Coast Walk is a signature Northern Beaches' experience spanning 36 kilometres from Manly to Palm Beach. The walk provides access to a spectacular stretch of NSW coastline. It is defined by dramatic headlands, peninsulas, bushland, rock platforms, lagoons, beaches and ocean views. It reflects the area's unique identity, character, history and lively community.

This Strategic Plan (the Plan) provides the Northern Beaches Council and future creative collaborators with a guide to the planning and delivery of high-quality public artworks, integrated design projects, heritage interpretation and cultural programs along the Coast Walk.

The Plan contains the following:

- A vision for public art on the Coast Walk
- A set of principles to guide decision making and delivery of art projects
- A curatorial framework, to guide the direction of art projects
- A recommended artistic approach and criteria for selecting sites
- An Implementation Plan, with actions and recommendations for the delivery of art projects.

Aims

This Strategic Plan has three main aims:

- Activate the Coast Walk with works of art that will contribute to the character, design and quality of people's experiences
- Provide engaging interpretation of the coastline's history that reflects and celebrates the many stories of the area, including Aboriginal, environmental and cultural histories
- Deliver a distinctive program of art and cultural projects to promote the Northern Beaches as an exciting part of Sydney's cultural and creative landscape.



The Duke Paoa Kahanamoku Statue at McKillop Park on Freshwater Head. (Source: <manlytravellersguide.com.au>)

Benefits of Public Art

Public art can enliven and enrich places and our experience of them. Artists creatively express ideas in response to places and uncover new ways of telling stories, seeing the past and reflecting on contemporary issues. The Coast Walk's significant values can be reimaged through public artworks and this can generate lasting community benefits. Public art can foster community cohesion, civic pride, cultural awareness, enjoyment and appreciation. It can enhance the vitality and attractiveness of the public realm and support longer term investment in artistic and creative innovation, capacity and capability.

Public art can be created in many mediums and forms. It can be permanent, temporary or ephemeral, stand-alone and applied. It can be integrated into the design and function of places through the engagement of artists in design teams for public domain works. Traditional mediums for public art such as sculpture are well known. Interactive and alternative forms of contemporary work and installations in digital and other media create exciting new opportunities.

Whether high quality artworks by leading artists that attract business and tourism, or small-scale, community-based art projects, public art and cultural expression can enrich history and heritage as well as create truly memorable, meaningful visitor experiences and 'must-see' destinations.

Artistic Approaches

The Strategic Plan recommends two artistic approaches for identified sites along the Coast Walk.

- **Integrated Artworks**—High quality, permanent art that integrates with and complements our coastline's urban and natural landscape. Artworks will demonstrate:
 - artistic excellence
 - empathy to specific sites
 - functionality such as seating
 - diversity in function and form.
- **Artistic Programming**—Cultural programs and art-based activities which may include activations and ephemeral art installations, talks, tours, festivals, events and temporary exhibitions.



Flora of coastal NSW. (Source: State Library of NSW)

Project Background

The Plan has been informed by a Scoping Study and a Community and Stakeholder Engagement Program.

The Scoping Study contains background information and research undertaken to inform the Plan. It broadly identifies cultural, historic, environmental, natural and social values along the Coast Walk and immediate environs. It identifies many of the important physical attributes and characteristics associated with key sites and places.

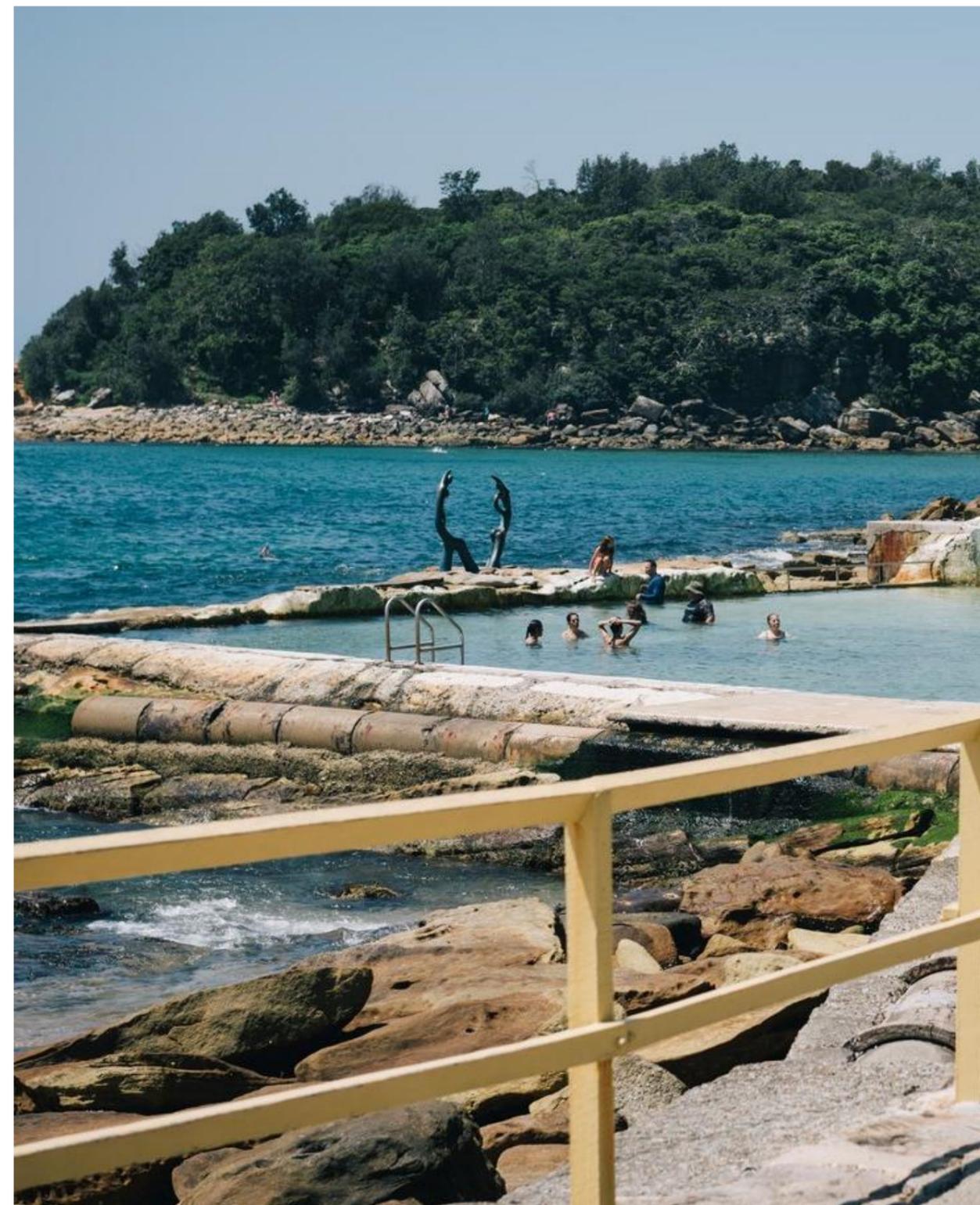
The Community and Stakeholder Engagement Program and Marketing Campaign ran from June to September 2018. Over the four-month period of engagement, over 856,539 people were made aware of the project. Of this number, 1,206 were formally engaged through face-to-face methods. At these events and activities, the community were invited to share their concerns, interests and artistic aspirations for the Coast Walk as part of the development of the Plan.

Authorship and Acknowledgements

GML prepared this report in collaboration with Northern Beaches Council. It was authored by Sharon Veale (GML Principal) and Emma McGirr (GML Heritage Consultant) with the assistance and support of Grace Fryar and John O’Callaghan (JOC Consulting) and Ari Andersons (Insite). Annabelle Wijaya (GML Graduate Consultant) assisted with the design and layout of the report.

GML gratefully acknowledges the assistance of the Northern Beaches Council staff and Coast Walk Public Art Working Group, as well as the many community members and groups who gave generously of their time to provide input into the document. GML would like to especially acknowledge the Northern Beaches Project Team for their assistance, including:

- Kylie Walshe—Executive Management Community, Arts and Culture;
- Eilis O’Beirne—Major Projects, Business Executive;
- Megan Treharne—Project Coordinator; and
- Michael Hedger—Director Manly Art Gallery and Museum.



Fairy Bower Rock Pool at Manly, with *Oceanides* sculpture. (Source: Sitchu)



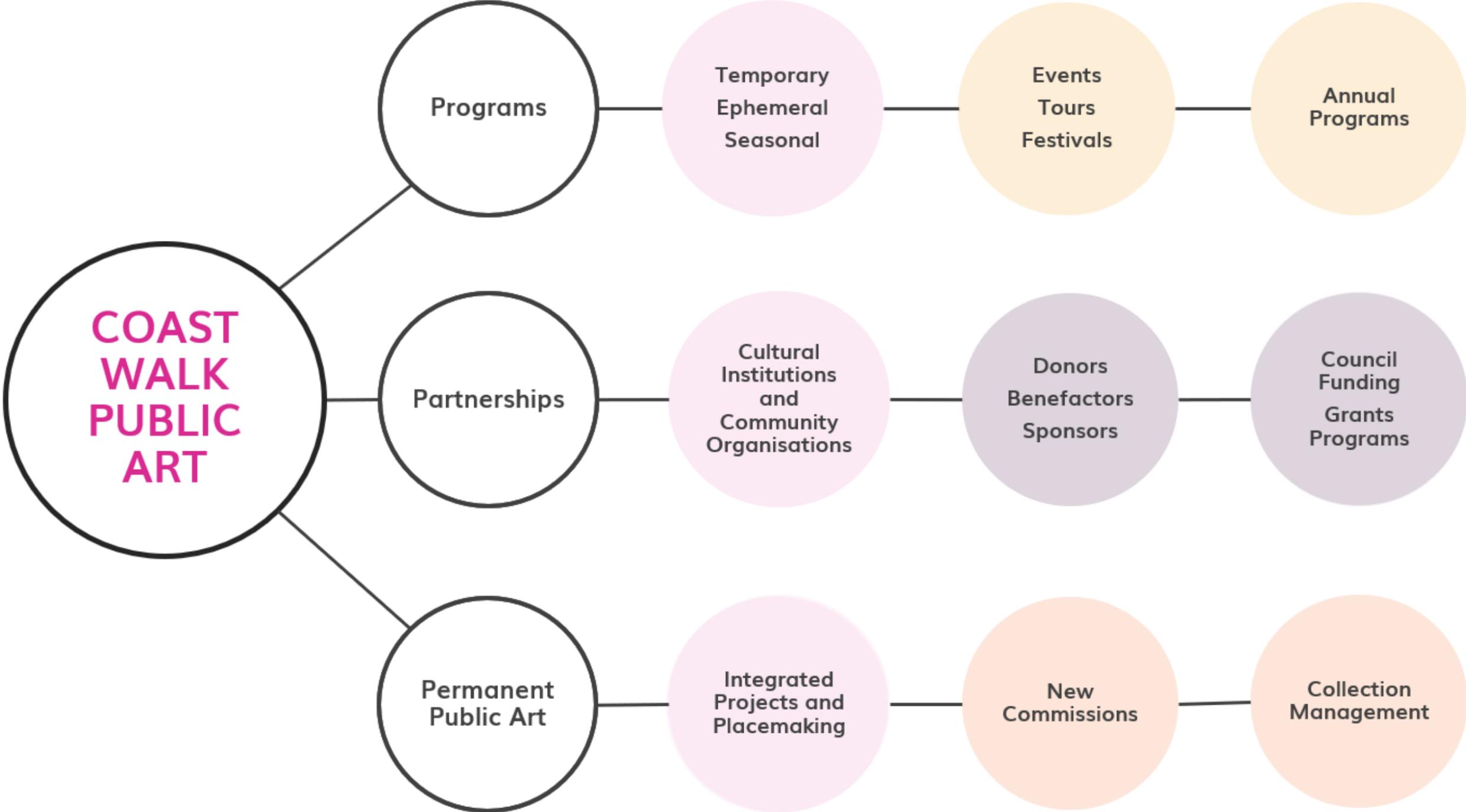
The Basin Aboriginal rock art site. (Source: NSW National Parks and Wildlife)



Curl Curl Lagoon, Edith Blackett, 1865 (Source: Day Fine Art)

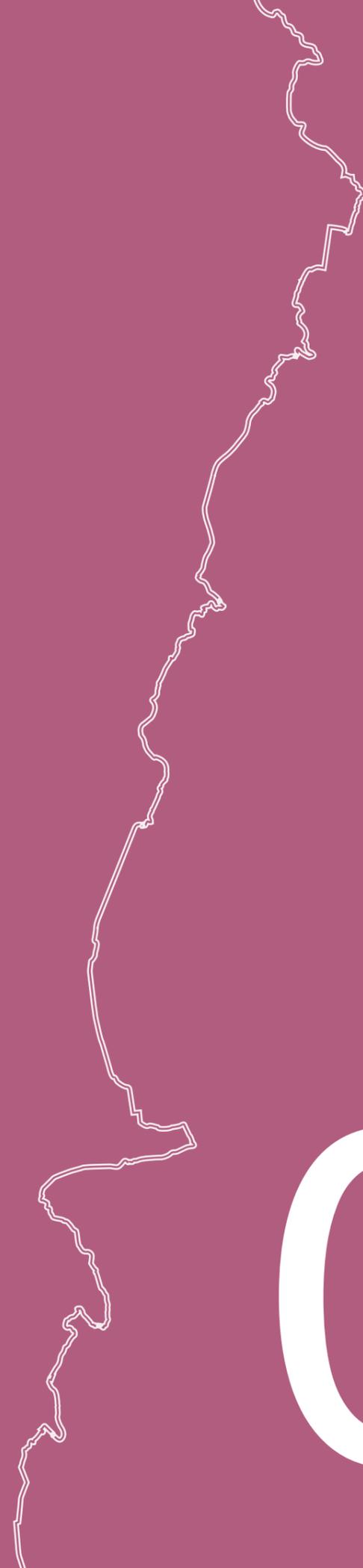


Coast Walk route. (Source: Northern Beaches Council)



Interrelated initiatives for the Coast Walk Public Art project. (Source: GML)

Vision



2022

The Vision

The Northern Beaches Coast Walk will connect and showcase our extraordinary coastal environment and heritage through a celebration of art and culture.

The Mission

To create vibrant, distinctive places that inspire artistic collaborations and connect communities from Manly to Palm Beach.



Turimetta Headland. (Source: Visit NSW)



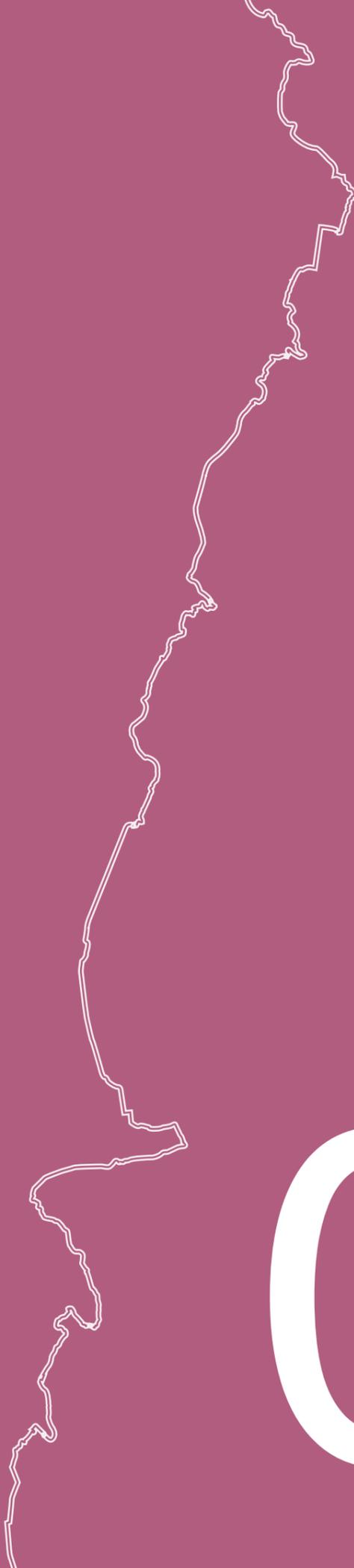
Barrenjoey Headland. (Source: Visit NSW)

The history, attachments and stories at local places provide a rich source of inspiration for creativity and the development of a distinctive expression of the Coast Walk's character and identity.

The vision recognises that art connects communities and can enhance social, environmental and economic outcomes. Some of the potential benefits include:

- Linking and enhancing the headlands
- Creating vibrant and aesthetically pleasing public places through sensitive design
- Attracting and connecting people to well-designed destinations or landmarks
- Revealing and expressing deeper or hidden meanings at places through connections to local history, heritage, culture and story
- Generating new interpretations and different understandings of places
- Celebrating different forms of cultural expression and creativity
- Encouraging increased public engagement, appreciation and understanding of art, culture and design
- Growing the economy through destination and cultural tourism experiences
- Providing opportunities for employment and engagement for local creatives with benefits that also flow to suppliers and manufacturers.

Principles



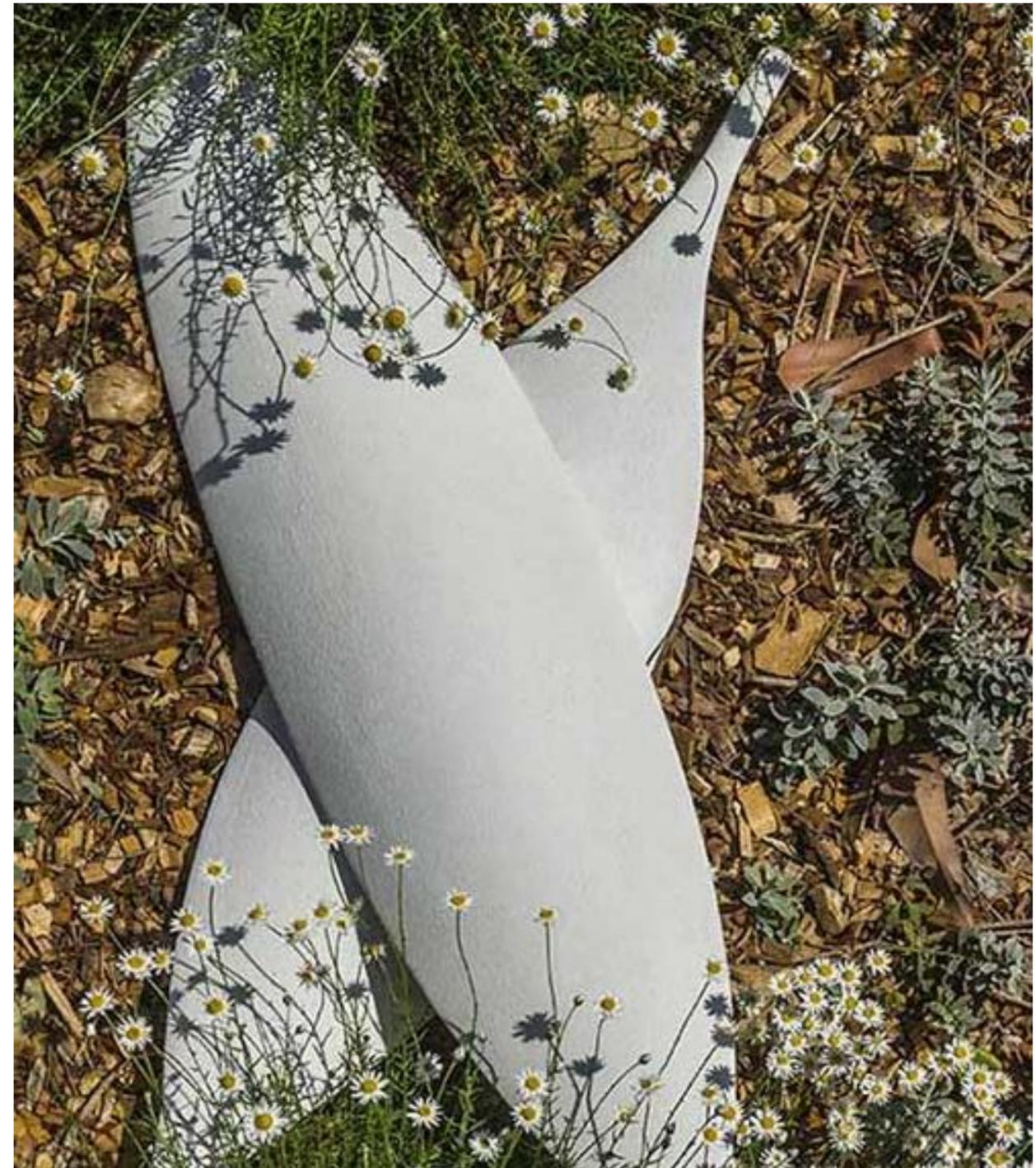
03

3.1 Principles

Eight guiding principles have been developed for creating public art along the Northern Beaches Coast Walk.

1. Respect and acknowledge Aboriginal cultural heritage
2. Celebrate and conserve significant natural and cultural values
3. Connect places and people along the coast
4. Foster artistic and cultural expression and encourage creative collaboration
5. Enrich places through high quality art and design
6. Interpret the history and significance of the coast
7. Value artistic and cultural diversity and be inclusive
8. Create a distinctive and recognisable Northern Beaches Coast Walk identity.

The principles provide guidance when selecting sites, developing projects, preparing artists' briefs, commissioning artists and acquiring, fabricating and installing artworks. They strive to balance the Coast Walk as a landscape corridor and experience (with its context and layers of significance), with the people that live, work and play in the area and the unique culture and values of the Northern Beaches. Each principle is discussed further below.



Detail of Jonathan Jones' *barrangal dyara (skin and bones)*, Royal Botanic Gardens Sydney, Kaldor Public Art Projects 2016. (Source: Peter Greig)

Principle 1: Respect and acknowledge Aboriginal cultural heritage

Northern Beaches Council is committed to recognising and respecting the area’s continuing Aboriginal history and heritage in partnership with local Aboriginal people. Art projects for the Coast Walk focused on Aboriginal culture and heritage need to respond to the stories and places that Aboriginal people themselves wish to share.

Community engagement in the Northern Beaches for the Plan has demonstrated that there is a strong interest in understanding more about Aboriginal history, heritage, places and stories as part of local life and the future experience of the Coast Walk.

More broadly, Destination NSW reported that 394,000 tourists participated in Aboriginal tourism activities in NSW in the year ending in September 2016. Seeing Aboriginal art or displays, engaging with Aboriginal people and visiting special places all receive high participation rates from domestic and overseas visitors. Two in three Australians have a strong interest in learning more about and participating in Aboriginal arts and cultural activities.

The Northern Beaches Coast Walk provides many opportunities for public art, interpretation, activities, events and programming to recognise, acknowledge and celebrate Aboriginal history and heritage, while enriching the broader community’s cultural awareness.

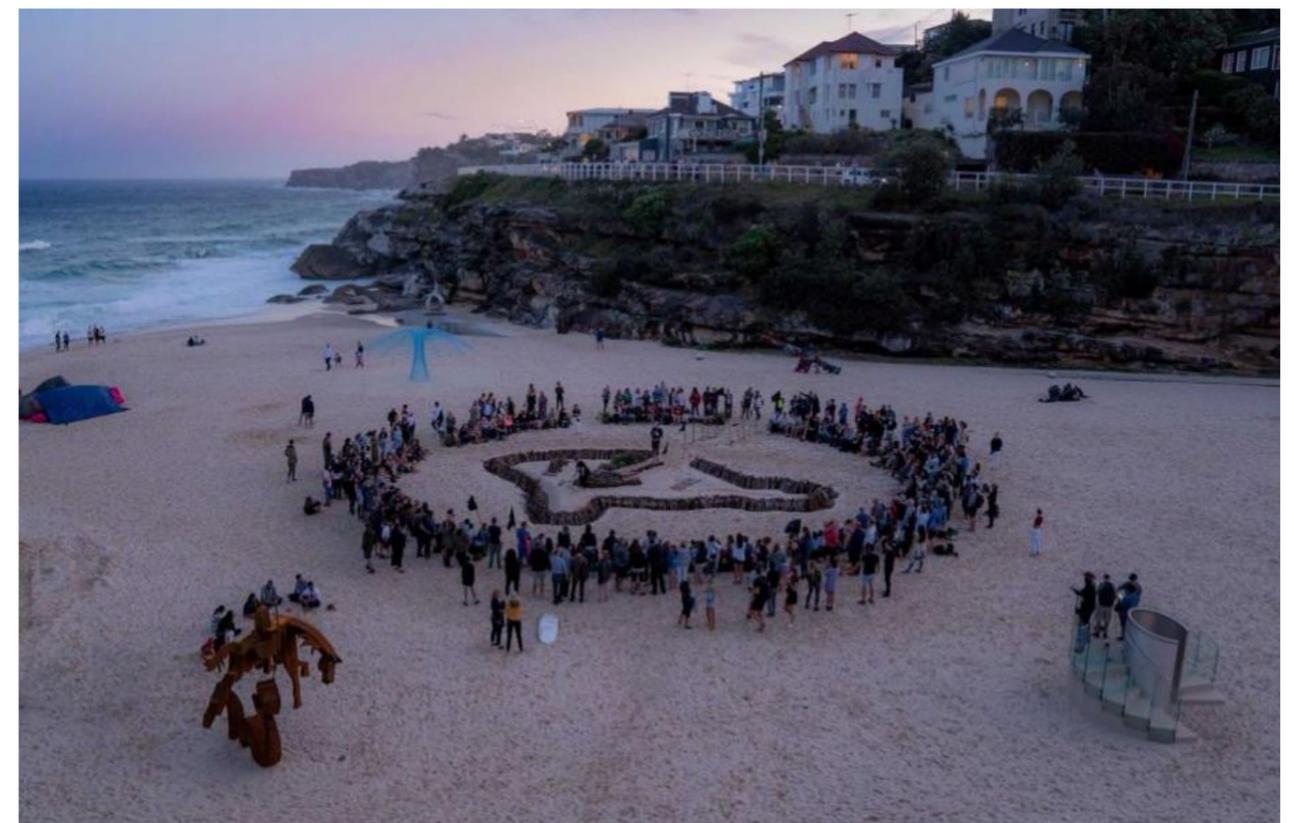
Opportunities for Aboriginal led public educational programs and place-based activities to activate the Coast Walk could also be explored.

Key Success Factors

- Acknowledgement and respect for Aboriginal people’s rights and interests within public art
- Opportunities and services nurture and support Aboriginal creative expression, education, employment and enterprise through public art and cultural programs
- Dedicated investment and funding to support the development of signature works and programs by Aboriginal artists and creatives

- Alignment with current Aboriginal events
- High-profile artworks and interpretation to build awareness and recognition of Aboriginal culture, history, heritage and stories.

Note: For further context and information refer to the Northern Beaches Coast Walk Public Art Scoping Study.



Gawura Guruwin (whale shark), by Nicole Monks and 107 Projects, Tamarama Beach, 2018. (Source: ABC News)

Principle 2: Celebrate and conserve significant natural and cultural values

There is increasing public awareness and recognition of the importance of protecting the natural environment. Cultural heritage is most commonly associated with the built environment, but there is growing recognition that the celebration and conservation of wider cultural values are key indices of social sustainability and community wellbeing.

The Northern Beaches Coast Walk traverses along and through many sensitive and special natural and cultural places. The coastline and bushland are living environments that include many native plant and animal species, some of which are threatened. Increasing development, population growth and environmental change challenge the ongoing protection of the natural and cultural environments.

The Coast Walk provides an opportunity to communicate a ‘big story’ about our continuing relationship to land and place. It can provide a forum for Northern Beaches Council and the community to collaborate, to promote, celebrate and actively manage and conserve significant values that we all recognise as important for future generations.

Key Success Factors

- Significant natural and cultural heritage values are conserved
- Natural and cultural heritage values are creatively celebrated through site specific artworks
- Opportunities for community engagement and connection are fostered through programs to generate increased understanding of natural and cultural heritage values
- Monitoring and maintenance programs are supported
- Impacts on significant natural and cultural values are managed and mitigated.



Humpback whale. (Source: Manly Guide)

Note: For further context and information refer to the Northern Beaches Coast Walk Public Art Scoping Study.

Principle 3: Connect places and people along the coast

The Northern Beaches Coast Walk provides a signature experience of the area from north to south, connecting the various villages and communities as well as visitors to special landscapes, places, Aboriginal culture, history, heritage and local stories.

The Northern Beaches lifestyle, where beautiful beaches, dramatic headlands and sweeping coastal vistas, combined with a rich natural and cultural history and heritage, creates a strong identity and spirit of place. The local community are proud of the area and value the quality of life that it offers. They value the scenic landscape and places where they can be in nature to reflect and recharge. The distinctive character and identity of each of the local villages is treasured.

As with many other areas in metropolitan Sydney, population growth, demographic change and capital investment, as well as climate change and shifting weather patterns, present some uncertainty alongside challenges and opportunities when planning. The population of the Northern Beaches is forecast to grow from 269,743 in 2018 to 309,333 by 2036. This increase will alter patterns of urban development. It will also change the use and demand for public open space and recreational activities. In this context, there will be a continuing desire to access the area's natural beauty and for connections to the history and heritage of the Northern Beaches to revitalise and shape vibrant and distinctive places that reflect local character, stories and culture.

Key Success Factors

- Communities from north to south feel a strong sense of belonging to the Coast Walk
- The Coast Walk is a vibrant cultural connector that provides a community forum for engagement in nature, artwork and creative programs
- Facilitating creative collaborations between people from across the Northern Beaches community
- Commissioning artworks that connect places along the Coast Walk.

Note: For further context and information refer to the Northern Beaches Coast Walk Public Art Scoping Study.



Narrabeen Lagoon trail. (Source: Sitchu)

Principle 4: Foster artistic and cultural expression and encourage creative collaboration and engagement with the community

Art has the capacity to challenge people's thinking and provoke new ways of seeing and understanding. Where artists have the freedom to create and express themselves they can confront conventional thinking, respond to sensitive issues and tackle difficult topics.

Public art through which artists creatively respond to place, history, stories, or contemporary issues can generate new meanings, inspire and empower people. Creative programming along the Coast Walk can uncover hidden histories, stories, memories and places to reveal fresh understandings. Such activities can be transformative and create lasting memories and experiences.

Public art project briefs should encourage and foster research and artistic inquiry into the past to uncover and promote different perspectives.

Creative collaboration, engagement and exchange between local knowledge holders and artists should be supported to deepen understanding. Cultural programs that integrate the understandings and meanings associated with places and promote public discussion and debate should be encouraged.

Creating public artworks and programs that engage and resonate with deeper values and meanings will support community wellbeing, cohesion, personal development and learning.

Key Success Factors

- Through artworks along the Coast Walk, new understandings of history and place are revealed
- Artists' work challenges and provokes heightened public awareness of issues and ideas
- Creative collaborations are innovative and engaging for the community and visitors alike
- Coast Walk artworks and programs are regularly featured in the media.

Note: For further context and information refer to the Northern Beaches Coast Walk Public Art Scoping Study.



Wrapped Coast by Christo and Jeanne-Claude, October–December 1969, Little Bay, Sydney. (Source: Kaldor Public Art Projects)

Principle 5: Enrich places through high quality art and design

Providing the community with access to the best in contemporary art and design is an opportunity to increase understanding of the value of the arts and creativity as part of everyday life and experience.

The Coast Walk will support new and emerging approaches and ideas in contemporary art and design to the highest standards of creative excellence. Works will be unique and created with superior attention to detail and standards of excellence in design, materiality and fabrication.

Opportunities will be created for works by artists of the highest calibre including local and emerging artists to respond to the unique qualities of the Coast Walk. Exploring pathways for high-profile artists to work collaboratively with local and emerging artists and creatives to build capacity and experience is encouraged.

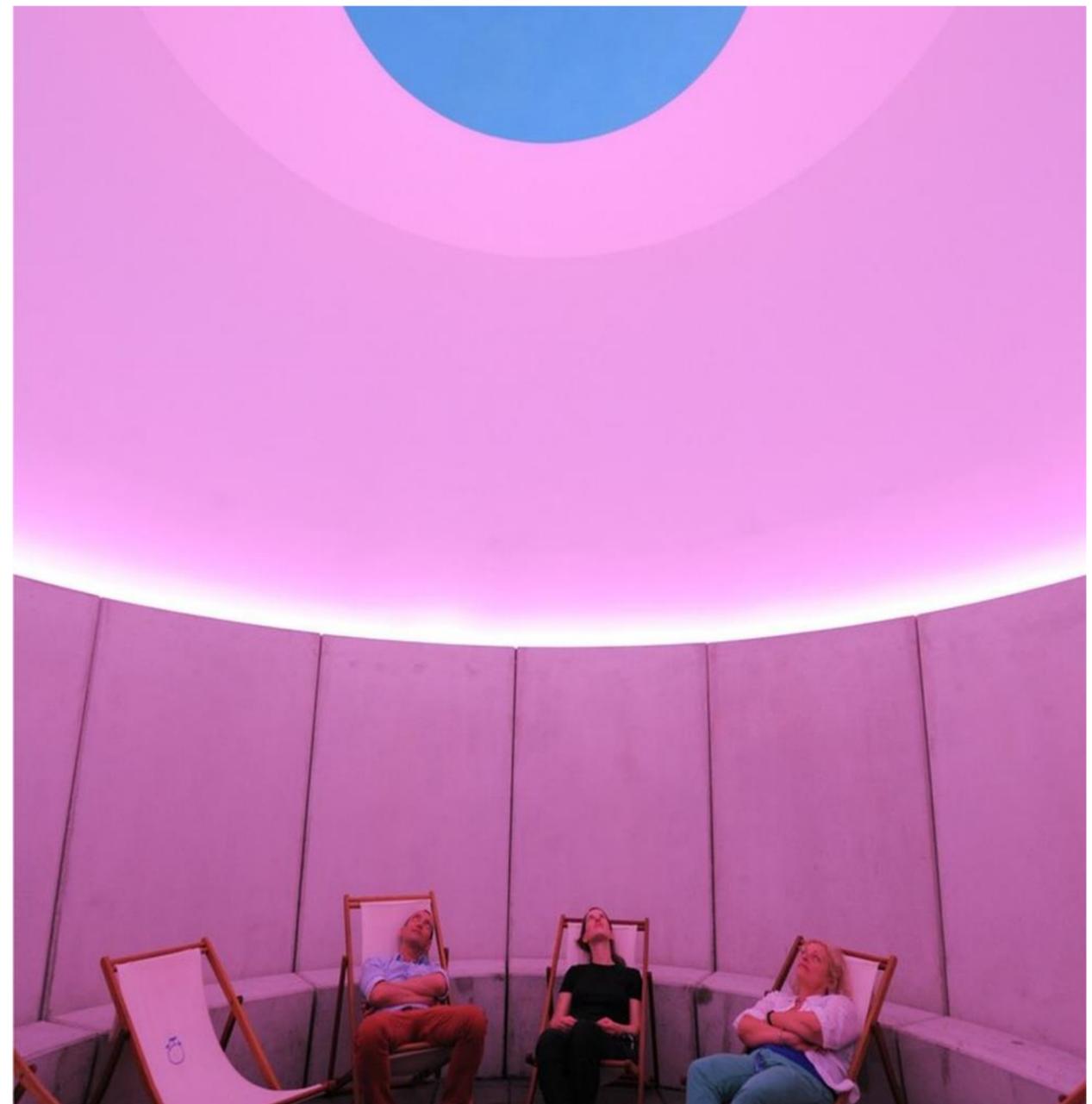
Artworks will be significant enough to become attractions and create vibrant hubs. They will act as cultural destinations for locals and tourists alike.

The design and visual language for the Coast Walk public domain will be of the highest quality. Materials, detailing, colour, form, siting, scale and character should be consistent along the Coast Walk and sympathetic to the natural and cultural contexts. Sustainability will be a key consideration.

Works will support and encourage public interaction, engagement and enjoyment. The best in contemporary art practice and design appropriate to each location will animate places and celebrate culture through creativity, excellence and innovation. People, including families and children, will be able to touch, play, delight in, or use the artwork or objects in the public realm. Movement and interactivity are encouraged.

Key Success Factors

- Connections within the local and regional arts and creative community are supported by fostering artistic and design excellence along the Coast Walk
- Artistic excellence and quality design become synonymous with the Coast Walk
- Artworks and design recognise environmental sustainability and impact at all stages in the project life cycle.



Third Breath, James Turrell, Center for International Light Art, Unna, 2005. (Source: Centre for International Light)

Note: For further context and information refer to the Northern Beaches Coast Walk Public Art Scoping Study.

Principle 6: Interpret the history and significance of the coast

Different locations along and in proximity to the Coast Walk have a significant story to tell.

Opportunities to enrich the experience and understanding of places can be explored through artworks, integrated interpretation and programs. At each location creative and sympathetic responses to the place, its setting and wider context are encouraged. It is clear from the public engagement undertaken that the community do not want artworks diminishing or spoiling their appreciation of the natural values of the special places associated with the Coast Walk; they do however want to know more about the importance of places and their stories.

Artworks and programs need to respond to the audiences and predominant uses associated with places. Creative interpretation can be used in the public domain to enrich the understanding of natural and cultural values. This may be through landscape design, such as specifying plant species that interpret former vegetation communities, or place naming that uses Aboriginal language to increase public awareness of Aboriginal people's connection to Country.

At sensitive locations, setting, scale, form and materiality will be important considerations. The size of the proposed artwork should be consistent with the character and spirit of the place. Depending on the surrounding landscape, context and setting, a single signature work, a series of artworks, or small, subtle pieces that surprise and delight people may be appropriate. When commissioning pieces the distinctive character and feel of the location will be considered, as will the vision, curatorial themes and overarching narrative and experience of the Coast Walk.

Key Success Factors

- Visitors and users leave the Coast Walk experience with an increased understanding of the history and significant natural and cultural values
- A wider range of people are invited to experience significant natural and cultural values through the 'pulling power' of high quality artworks
- Artworks respect and celebrate the history and significance of the coast.



M24 midget submarine wreck site, off the coast. (Source: Rick Grundy)

Note: For further context and information refer to the Northern Beaches Coast Walk Public Art Scoping Study.

Principle 7: Value artistic and cultural diversity and be inclusive

Australia is culturally diverse. Not only is Australia home to the world's oldest living culture but Australia is now home to people from many different countries across the globe. This cultural diversity makes us a vibrant and culturally rich nation.

Artwork should be accessible to all members of the community. Aboriginal people, children and young people, older people, people with disabilities and people of diverse cultural backgrounds should not experience barriers to engagement in public art and cultural programming.

The Northern Beaches Coast Walk should be a place where people from the community feel a strong sense of belonging regardless of age, ability, socioeconomic factors or social/cultural background. Opportunities to realise art projects or to participate in cultural programs that foster understanding and cultural consciousness to enhance belonging, identity and pride in the locality should be encouraged.

Key Success Factors

- An increase in the diversity of people who access and participate in art and cultural programs
- Diversity goals and objectives keep pace with population growth and demographic change, so the Coast Walk remains inclusive and accessible.



Manly Jazz Festival 2018. (Source: @beachescouncil Instagram)

Note: For further context and information refer to the Northern Beaches Coast Walk Public Art Scoping Study.

Principle 8: Create a distinctive and recognisable Northern Beaches Coast Walk identity

The places along the Coast Walk have the potential to create a distinctive and recognisable experience that encapsulates the identity, unique character and special qualities of the Northern Beaches.

Artworks should be responsive to and enhance their location, setting and context, enriching the public realm and contributing to the significance of natural and cultural places.

The curatorial framework and themes in this Plan should be considered during concept development for artworks along the Coast Walk. Place making, where extraordinary artworks create new understandings or meanings of spaces, is encouraged.

Commissioning artworks by acclaimed artists that capture the spirit of the Northern Beaches Coast Walk will create public interest in the Walk and attract people once realised. Likewise, artistic programs can be designed to capture and express the 'essence' of place.

A distinctive and recognisable artistic identity for the Coast Walk will attract both locals and visitors and deliver tangible benefits to the community.

Key Success Factors

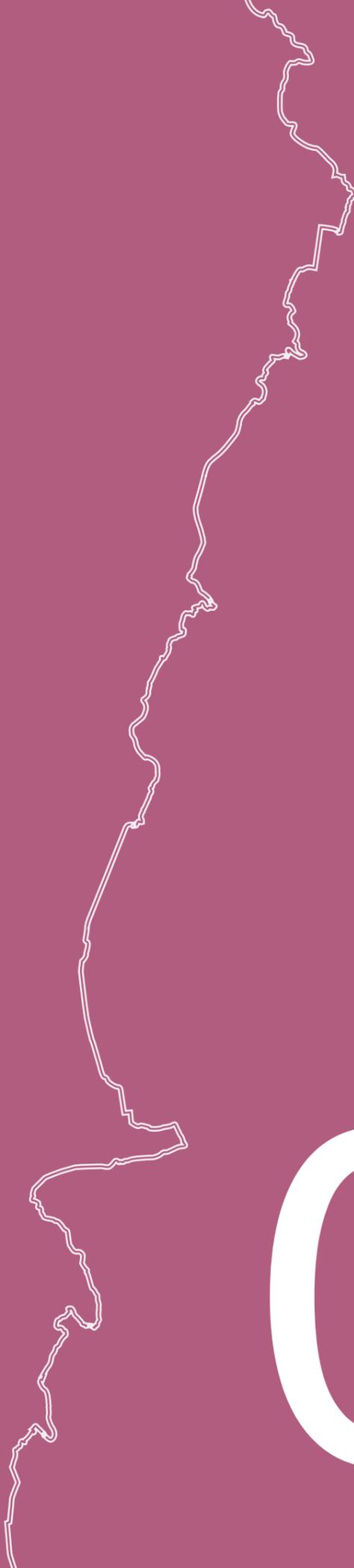
- Artworks and programs that promote the Coast Walk and support the distinctive places, identity and character of the Northern Beaches
- The Northern Beaches Coast Walk becomes recognised for significant, outstanding public art.



Queenscliff at dusk. (Source: @beachescouncil Instagram)

Note: For further context and information refer to the Northern Beaches Coast Walk Public Art Scoping Study.

Curatorial Framework



04

4.1 Curatorial Framework

A curatorial framework connects artworks and programs conceptually and creatively to the vision and principles for art along the Coast Walk. The framework is based on a high-level contextual analysis of the environment, landscape, history, heritage, themes, character and community of the Coast Walk. It provides a frame of reference to support the realisation of artworks and cultural programs and create connection between them. All works should engage with one or more of the key areas identified in the curatorial framework.

The higher level strategic curatorial vision for the Coast Walk is **Connection**. Connection to country, connection to story, connection to memory and connection to place.

The vision is supported by four curatorial themes which draw from the natural, Aboriginal, colonial and contemporary histories and significant places along the Coast Walk. These themes provide inspiration for artists in developing place-based artistic responses.

Aboriginal Heritage

This theme aims to recognise, commemorate and celebrate Aboriginal history, heritage and stories as a significant part of the Coast Walk in partnership with Aboriginal people.

The wider community are keen to learn about local Aboriginal culture and Aboriginal people's lived experience. The Coast Walk provides an opportunity to enhance the appreciation and understanding of this aspect of the Northern Beaches through Aboriginal artworks, events and programs.

Landscape and Seascape

This theme recognises that the landscape and seascape, combined with the rich diversity of flora and fauna, are the 'stars' of the Coast Walk. The natural scenery is spectacular and provides a dramatic setting for artworks, as well as an enduring source of artistic inspiration.

The natural environment along the coast is compelling but also challenging for artists. Conservation of the natural beauty associated with the headlands, rock pools, lagoons and other places is of high value for the community.

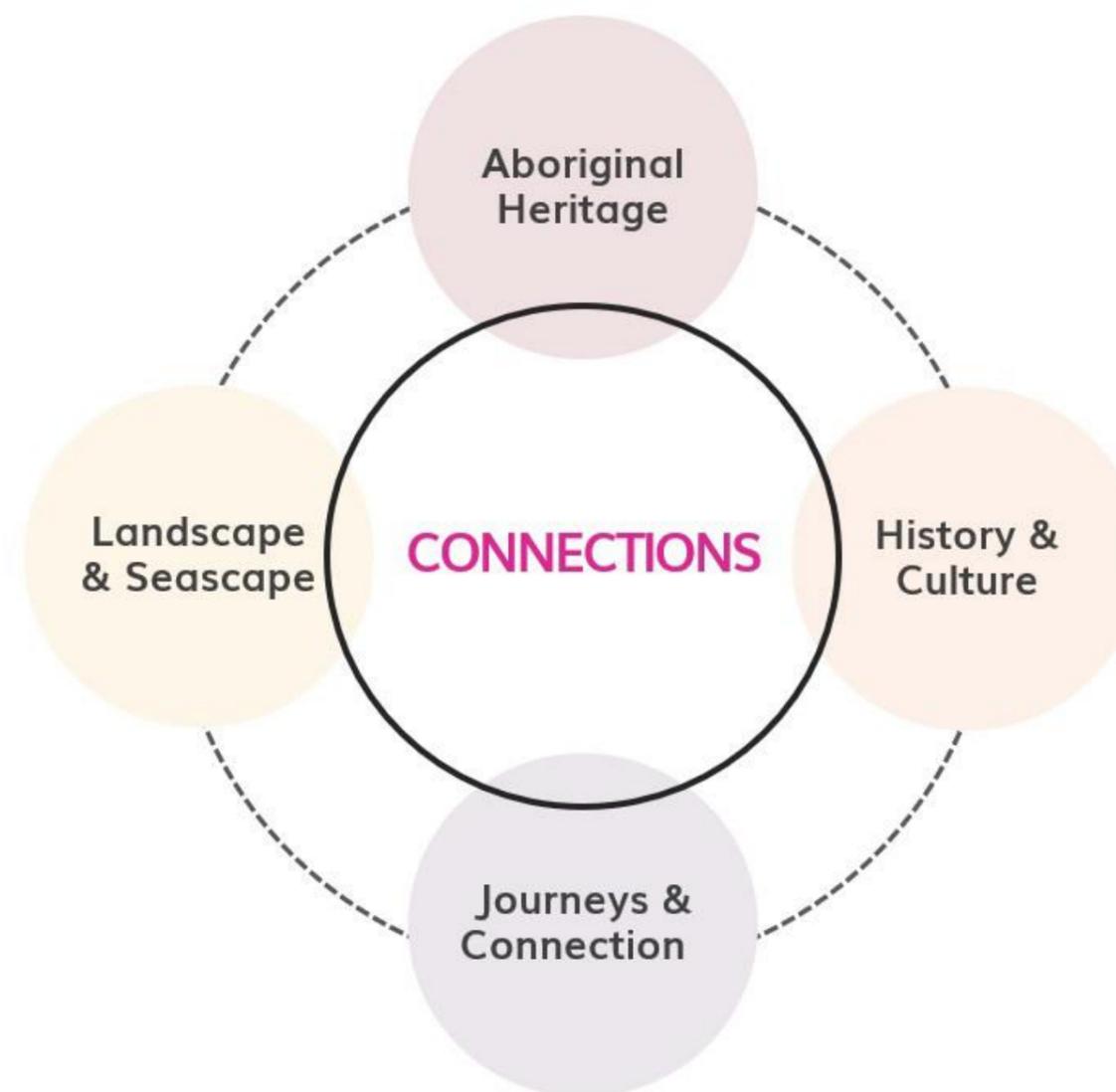
History and Culture

This theme provides an opportunity for artists to draw inspiration from the many historical events, places, activities, people and cultures that have shaped the Northern Beaches. Narratives of abundance, settlement, maritime trade, defence, recreation including surf life saving, surfing, swimming, sport, as well as the creative arts, have shaped the cultural history of the area and can be explored by artists to generate new ways of interpreting and understanding the past in the present.

Journeys and Connections

Artists can draw from the many journeys and connections along and linked to the Coast Walk. There are visual and cultural connections from headland to headland. There are journeys that tell the story of life in the past and of shaping new suburbs and communities.

There are journeys of discovery that can be explored creatively through places of contemplation and rest. The Coast Walk provides an opportunity to foster and celebrate social diversity and inclusion through connections within the community from Manly to Palm Beach. Artworks and programs can be inspired by physical and spiritual journeys and connections under this area of the framework.



Curatorial Framework, Northern Beaches Coast Walk Public Art. (Source: GML and Northern Beaches Council)

Curatorial Vision, Themes, Sub-themes and Stories

The table below shows the relationship between the curatorial framework and the themes and stories identified in the Scoping Study.

Curatorial Vision	Themes	Sub-themes	Stories	
Connection	Aboriginal Heritage	• The First Australians	Saltwater stories Rock art	
		• Living off the Land	Whale migration Marine biodiversity	
	Landscape and Seascape	• A Changing Coastline: Intervention and Reaction	European coastline—laying out a new landscape	Conservation and destruction of the natural environment
			Geological and deep time	Erosion and climate change
			Health and restoration	History and Culture
			Community and the common good	History and Culture
	History and Culture	• Fortifying our Coastline: Defending and Protecting the Beach	Surf lifesaving	Bushrangers and lawlessness
			Smugglers and customs	On the Beach: Days of Leisure
			Surfing and surf culture	Surfing and surf culture
	Journeys and Connections	• Imagination and Ingenuity	Holidays and tourism	Holidays and tourism
Ocean swimming and rockpools			Ocean swimming and rockpools	
Exploratory journeys			Exploratory journeys	
Artistic inspiration			Artistic inspiration	
Transport and isolation			Transport and isolation	
		Coastal shipping and trade	Coastal shipping and trade	



Narrabeen, c1870, watercolour by William Andrews. (Source: State Library of NSW)



The Life Savers, Manly, photograph by William Hall, 1907/1908. (Source: Australian National Maritime Museum)

4.2 Recommended Artistic Approaches

Two artistic approaches are recommended for art projects along the Coast Walk:

- 1. Integrated Artworks:** high quality, permanent art that integrates with and complements our coastline’s urban and natural landscape. Artworks that demonstrate artistic excellence, empathy to specific sites, functionality such as seating and show diversity in function and form.

Integrated artworks will demonstrate artistic excellence and diversity in function and form. They will cohere with the identity and experience of the Coast Walk through materiality and structure. Originality in concept and design (sculpture, installation and assemblage) and utility (seating, fencing, playspaces) will be demonstrated.

Artworks will respond to the specificity of place, in harmony with the landscape, public space, built form and other structures and features, as well as the significant values of places along the route.

Integrated artworks such as sculptures, plantings, murals, symbols, or roundels embedded in the walkway and associated design elements such as seating, fences, bollards and plantings, will enrich the quality of the Coast Walk experience.



Ashika Ostapkowicz, *First Voyage*, 2017 Public Art Collection East Link Victoria. (Source: Embrace Art)



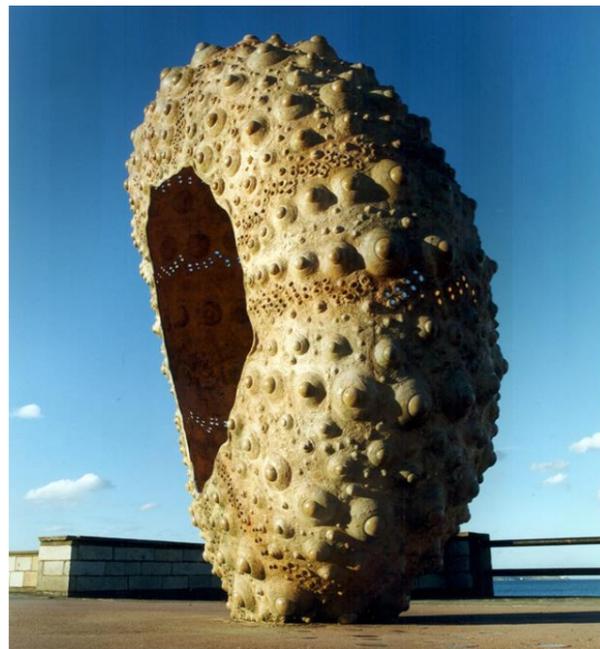
Louise Bourgeois, *Eye Benches II*, Storm King, New York, USA. (Source: Storm King)



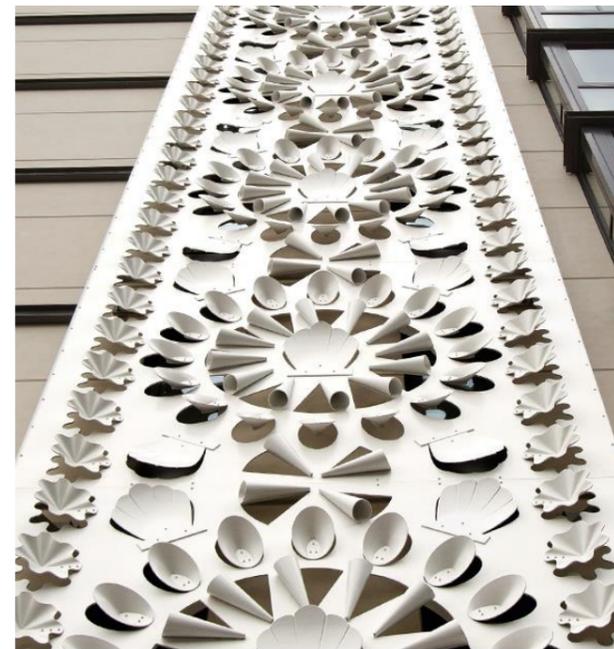
Henley Square, *Ripple Lounge*, 2015, Adelaide, South Australia. (Source: Outside Ideas)



Henley Square, *Shade Structure, Lighting and Water Play Artwork*, 2015, Adelaide, South Australia. (Source: Outside Ideas)



Rachel Joynt, *Mothership*, 1999, Newtownshipp, Dublin, Ireland. (Source: Rachel Joynt)



Esme Timbery and Jonathan Jones, *Shell Wall*, 2015, Barangaroo South, Sydney, Australia. (Source: Barangaroo)



Fiona Foley, *Bible and Bullets*, 2008, Redfern Park, Sydney Australia. (Source: UAP Art Projects)



Bumblebee Loves You, *Beach Boy*, 2015, Santa Monica, California, USA. (Source: Bumblebee Loves You)

2. Artistic Programming: cultural programs and art-based activities which may include activations and ephemeral art installations, talks, tours, festivals, events and temporary exhibitions.

Temporary public art and cultural programs will be designed to engage with and reach, a range of audiences and involve both artists and the community, working in diverse art forms and disciplines.

Programs and events will respond to and activate places drawing people to the Coast Walk at different times of the year. Poetry, literature, music, performance, digital engagement and the visual arts will be linked to the vision and principles for public art along the Coast Walk.



Gawura Guruwin (whale shark), by Nicole Monks and 107 Projects, Tamarama Beach, 2018. (Source: ABC News)



Anri Sala, *The Last Resort*, 2017. (Source: Kaldor Public Art Projects)



Wadandi custodian Josh Whiteland offers Aboriginal bush foods during Koomal Dreaming tours. (Source: SBS Food)



Ainslie Murray, *Humane Hostility*, 2017, Manly Beach, Sydney, Australia. (Source: Ainslie Murray)



Virginia King, *Pacific Radiolaria*, 2011, Sculpture on the Gulf, Waiheke Island, Auckland, New Zealand. (Source: Sculpture on the Gulf)



Andres Amador, Ephemeral Sand Art Installation, California, USA. (Source: Andres Amador)

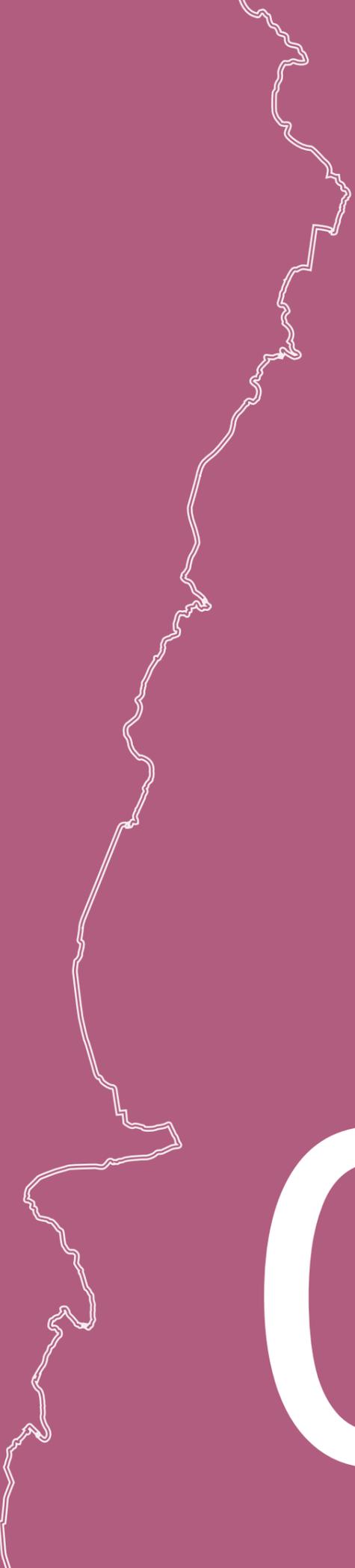


Angus Muir and Alexandra Heaney, *Field Apart*, 2015, Sculpture on the Gulf, Waiheke Island, Auckland, New Zealand. (Source: Sculpture on the Gulf)



Jan Cleveringa's *Imagining the Past Before it Happens* at Sculpture at Scenic World, 2018. (Source: Keith Maxwell)

Art Projects



05

5.1 Art Projects

Introduction

Each art project will be a site specific response to the extraordinary coastal landscape of the Northern Beaches.

A suite of site specific art projects and creative opportunities are identified along the Coast Walk after extensive research and community consultation with key stakeholders.

Art projects are located from Manly to Palm Beach and include sites for a wide range of art forms including sculptures, seating, events and installations, amongst many other original creative expressions.

Design and development of each art project will be aligned with existing and future planning and design for the many destinations, special places and new and old pathways that connect the Coast Walk and be guided by the curatorial framework of Connection.

Artistic programs will be delivered through new and existing creative collaborations and via community and commercial partnerships.

Integrated artworks will be delivered as capital projects in a two-stage process.

Art projects will provide the Coast Walk with a balance of artistic expression that reflects the four curatorial themes: Aboriginal Heritage; Landscape and Seascape; History and Culture; and Journeys and Connections.



Walkers at Curl Curl. (Source: Sitchu)

Site Selection

Art projects along the Coast Walk have been selected based on the following criteria:

- High community esteem, as evidenced by the community consultation process
- Experience high visitation
- Are natural gathering places
- Are natural resting places
- Are easily visible and accessible
- Serve to anchor and activate a special place
- Enhance the overall public environment and Coast Walk experience
- Help to create a place of congregation and activity
- Help to create a place of contemplation and pause
- Are markers for the Coast Walk.

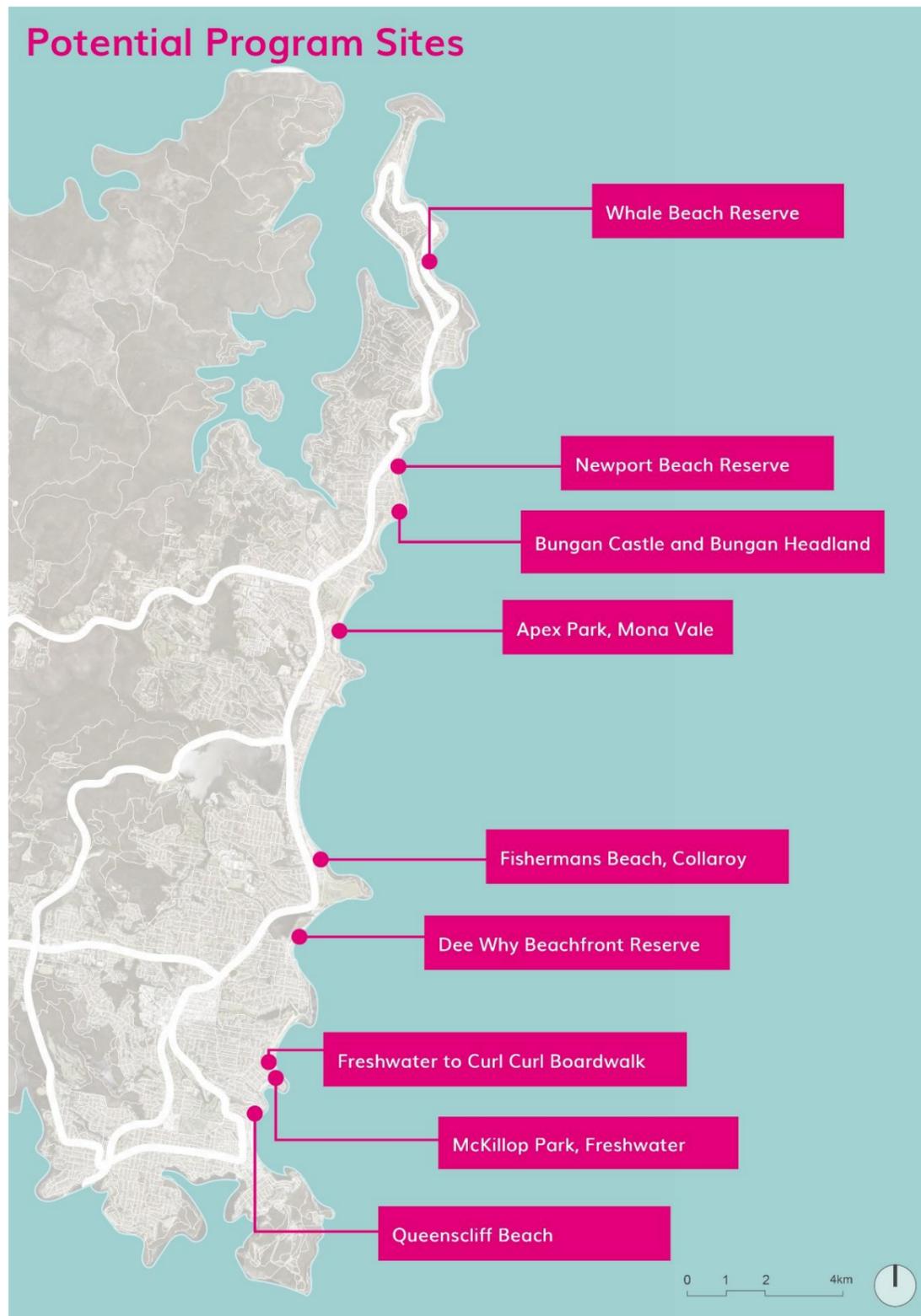
A series of maps follow which identify the sites selected for art projects along the Coast Walk.



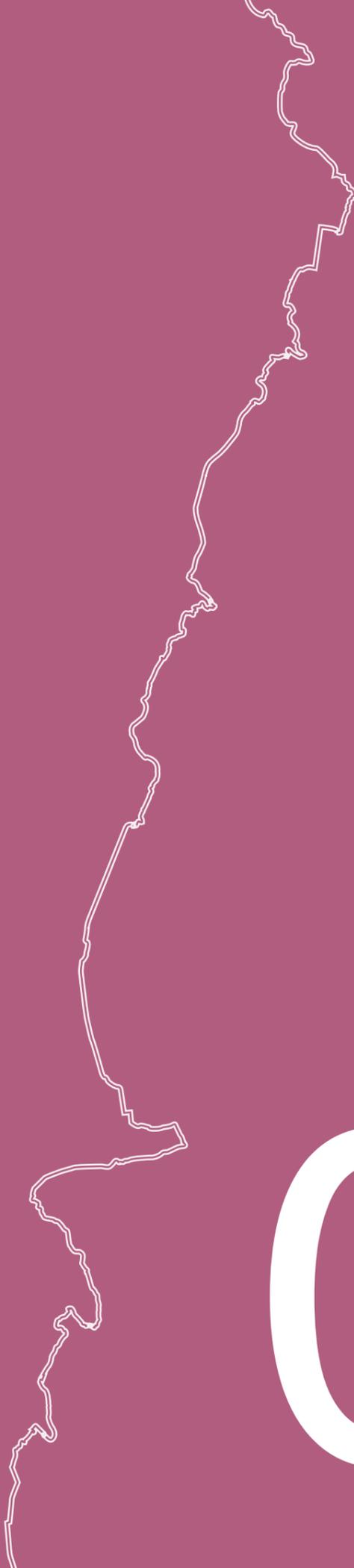
Manly beachfront. (Source: Sitchu)

Art Projects





Conclusion

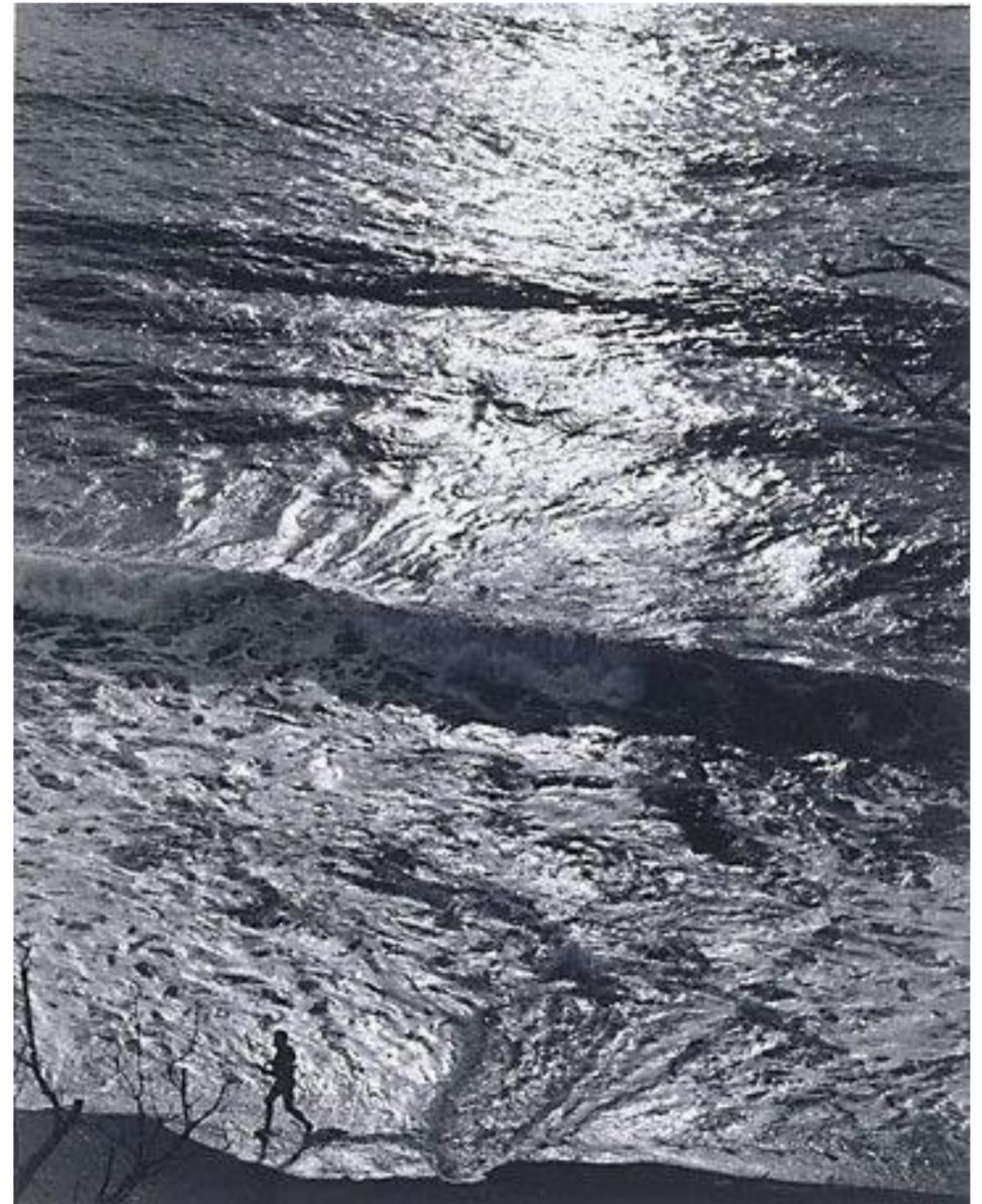


06

6.0 Conclusion

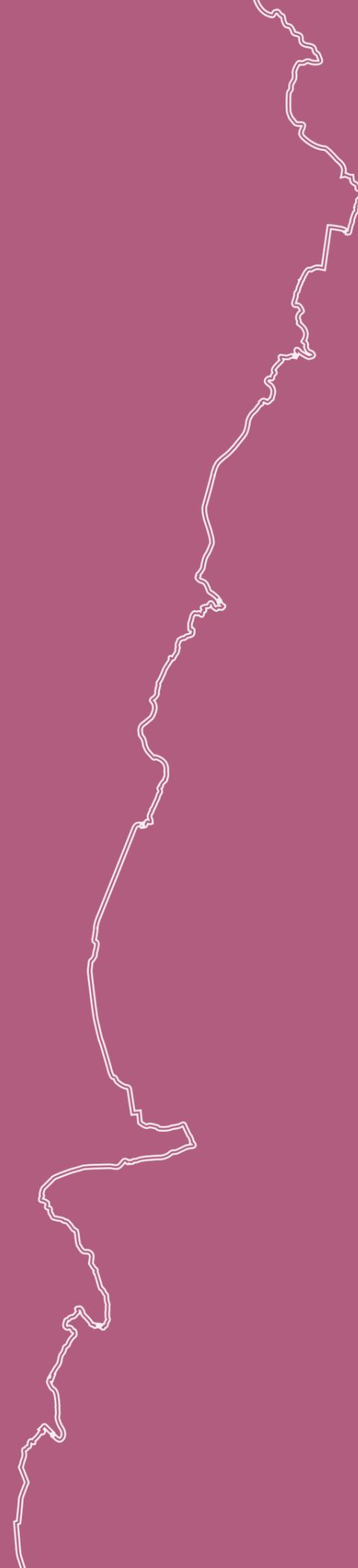
This Strategic Plan provides a vision, principles and curatorial framework for new artworks, interpretive elements and artistic programming along the Northern Beaches Coast Walk. It will guide Council in the acquisition, development and delivery of key projects and significant artworks and has been informed by extensive community engagement.

Over time, the Plan will enable Council to realise the vision for the Coast Walk as an extraordinary cultural experience that celebrates the spectacular coastal environment and the unique history and heritage of the Northern Beaches through art.

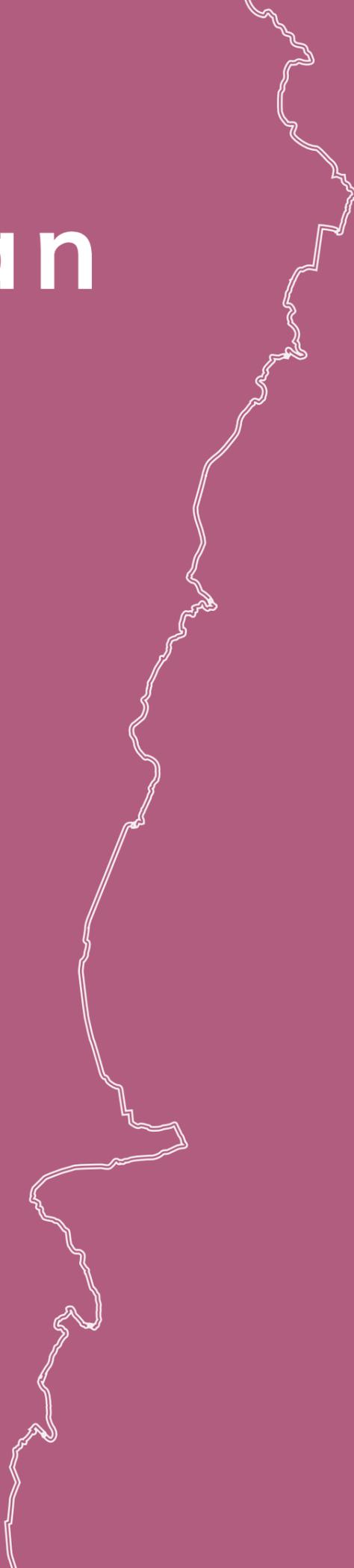


Sunrise at Newport, Max Dupain, 1974 (Source: Art Gallery of New South Wales)

Appendices



Implementation Plan



A



Northern Beaches Coast Walk **Public Art Implementation Plan**

May 2019



northern
beaches
council

Report Register

The following report register documents the development and issue of the report entitled Northern Beaches Coast Walk Public Art—Implementation Plan, Final Report, undertaken by GML Heritage Pty Ltd in accordance with its quality management system.

Job No.	Issue No.	Notes/Description	Issue Date
18-0210	3	Revised Draft Report	4 December 2018
18-0210	4	Revised Draft Report	8 February 2019
18-0210	5	Final Report	15 May 2019

Quality Assurance

GML Heritage Pty Ltd operates under a quality management system which has been certified as complying with the Australian/New Zealand Standard for quality management systems AS/NZS ISO 9001:2008.

The report has been reviewed and approved for issue in accordance with the GML quality assurance policy and procedures.

Project Manager:	Emma McGirr	Project Director & Reviewer:	Sharon Veale
Issue No.	5	Issue No.	5
Signature		Signature	
Position:	Heritage Consultant	Position:	Chief Executive Officer
Date:	15 May 2019	Date:	15 May 2019

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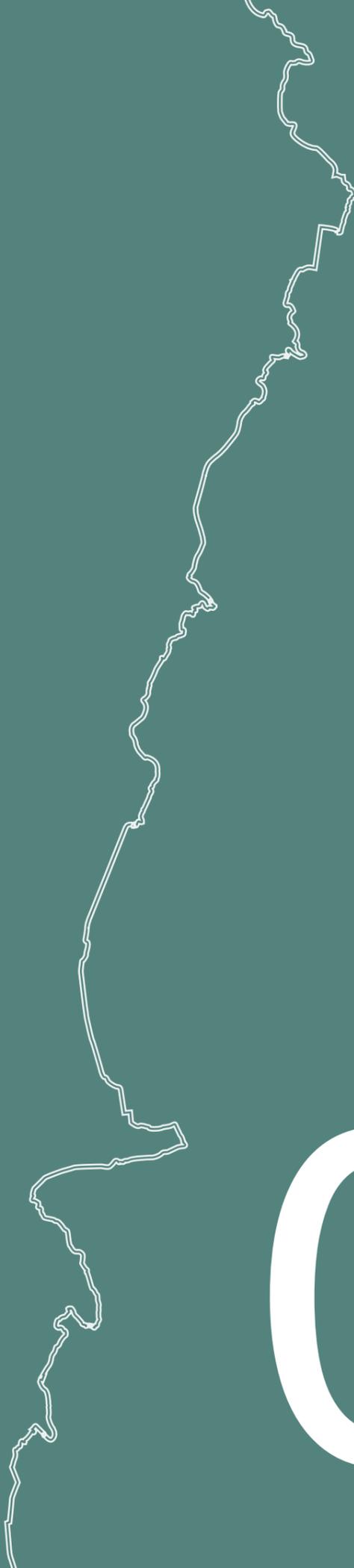
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Project Delivery



01

1.1 Introduction

This Implementation Plan outlines the actions required to procure, develop and deliver the Coast Walk Public Art Strategic Plan. This document is in alignment with Council's draft Policy and Guidelines for Public Art and Cultural Collections Management in relation to acquisition, maintenance and deaccessioning of artworks.

It contains the following:

- An outline schedule for implementation, with key tasks scheduled for 2019
- A series of further actions for Council, aligned to the Strategic Plan aims
- A set of recommendations to address key challenges
- A staged process outline for procurement and delivery of artworks
- Potential partnership opportunities to support delivery of art projects.

THE VISION

The Northern Beaches Coast Walk will connect and showcase our extraordinary coastal environment and heritage through a celebration of art and culture.

THE MISSION

To create vibrant, distinctive places that inspire artistic collaborations and connect communities from Manly to Palm Beach.

Coast Walk Public Art Vision and Principles (Source: Coast Walk Public Art Draft Strategic Plan 2018)

1.2 Outline Schedule for Implementation

The following actions are scheduled by Northern Beaches Council for the Coast Walk from December to mid-2019.

Project	Timing	Objective
Coast Walk Public Art Strategic Plan	Draft Report on exhibition February 2019 to March 2019	<ul style="list-style-type: none"> Provide the vision, overarching goals, principles, curatorial framework and actions for the public art component of the Coast Walk
Release RTI for Artists	April 2019	<ul style="list-style-type: none"> Establish calibre and diversity of artists Inform and support staged procurement process for priority sites
Develop Artist Briefs x 10 sites	Early 2019	<ul style="list-style-type: none"> Curate the specific requirements and content for each of the sites, including constraints
Establish Public Art Advisory Panel	Early 2019	<ul style="list-style-type: none"> Assist in providing independent assessment of artists Outline the panel's purpose, scope of work, membership, conduct, meeting procedures and appointment term
Coast Walk App	Mid-2019	<ul style="list-style-type: none"> Establish the parameters of app content and scope of future development

Action Plan

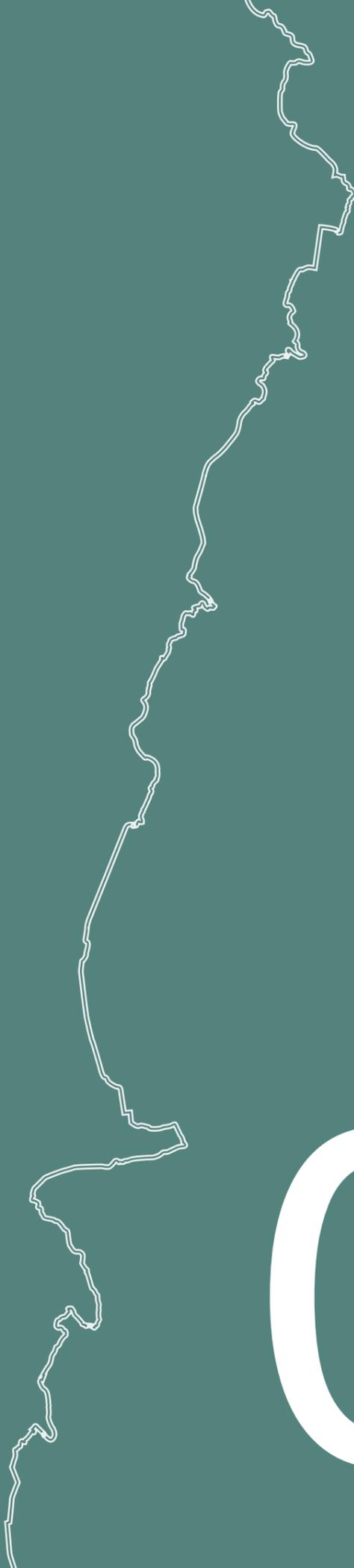
The following actions are recommended to implement the Coast Walk public art:

- Prepare artist briefs
- Establish the Public Art Advisory Panel
- Undertake EOI to shortlist artists
- Review and select artists
- Prepare detailed design documentation
- Prepare and submit DA and Heritage Impact Assessment, as required, prior to the commencement of works
- Fabricate and install artwork
- Launch the artwork with a public event
- Manage and maintain the artwork
- Foster key partnerships for the promotion and delivery of cultural projects and programs related to the Coast Walk
- Prepare a communications and marketing plan

Project Challenges

Challenge	Explanation	Mitigation Measure
Funding	<ul style="list-style-type: none"> Ongoing secure funding sources must be identified to ensure the viability of cultural programs and commissions going forward 	<ul style="list-style-type: none"> Identify a diverse range of funding sources to build the public art collection, including government, private, and philanthropic Consider establishing a position in Council that is responsible for the Northern Beaches Coast Walk public art, cultural programs and events Nurture private and public partners and sponsorship opportunities for specific projects Consider development of a grants program to support and foster local artists and creative entrepreneurs in creating temporary, ephemeral and programmatic responses to the Coast Walk and specific locations associated with it.
Whole-of-walk planning	<ul style="list-style-type: none"> Public art is one facet of the whole-of-walk experience Success is reliant on prompt delivery of a number of baseline projects Walkers need to access the whole-of-walk experience with confidence and comfort 	<ul style="list-style-type: none"> Align the Public Art Strategic Plan with all interrelated projects, including signage and wayfinding projects and public domain projects Continue to liaise with interrelated Council departments that are likely to be responsible for planning, procuring or implementing works in the public domain Promote collaborative thinking across departments to ensure high quality outcomes that integrate public art, design and placemaking as part of the works.
Coordination between projects	<ul style="list-style-type: none"> There are currently multiple interrelated projects in varying stages of completion 	<ul style="list-style-type: none"> Explore the possibility of preparing an overarching Coast Walk programme to ensure consistency and cohesion in planning, design and implementation of works packages Identify character areas, gateways, destinations, transport and circulation routes and indicative locations for priority art projects.
Size and length of walk	<ul style="list-style-type: none"> Many users, including visitors, tourists and locals, will enjoy part or parts of the Coast Walk route at a time 	<ul style="list-style-type: none"> Consider separate and unique character areas and destinations when planning Invest in experiences on the smaller scale and promote linkages and connectivity to the larger walk.
Outdated, inconsistent information	<ul style="list-style-type: none"> Currently information about the walk is inconsistent, outdated and inaccessible 	<ul style="list-style-type: none"> Develop consistent, easily comprehensible and accessible journey information incorporating information about public artworks, programs and cultural events for both physical and digital access Supersede earlier signage and collateral relating to other phases/names of the walk to improve consistency and clarity.

Art Projects



02

2.1 Art Projects—Stage 1

This section outlines the integrated art projects identified through the Coast Walk Public Art Scoping Study and the extensive community consultation undertaken for the project.

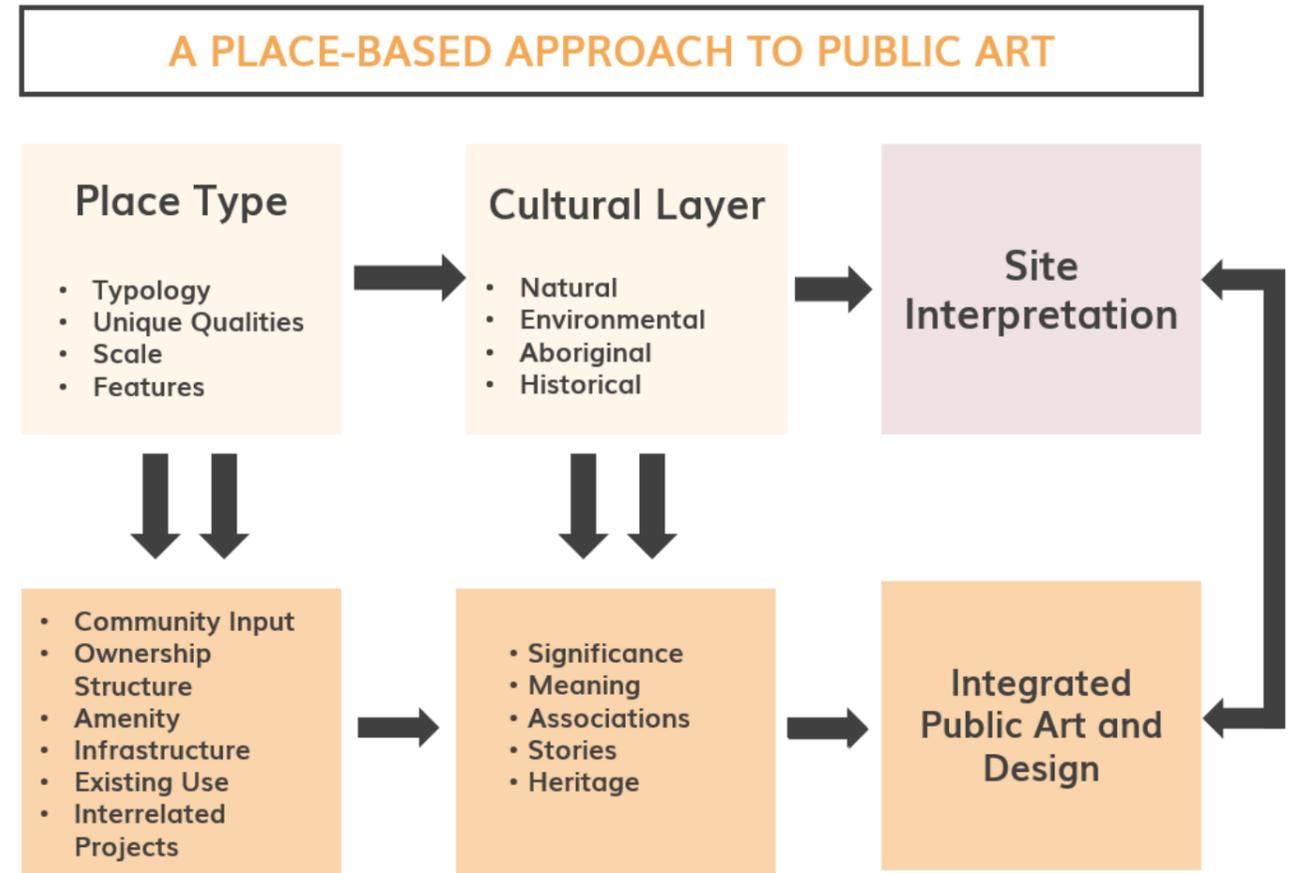
The artworks will be delivered in a two-stage process.

Stage 1 Art Projects (south to north) are:

- | | |
|--|--|
| 1. Manly Beachfront, east end of Corso | 7. Mona Vale South (Robert Dunn Reserve) |
| 2. Dee Why Headland | 8. Mona Vale North (Headland) |
| 3. Long Reef Headland | 9. Little Av (South Avalon Headland) |
| 4. Collaroy Beach South | 10. Bangalley Park. |
| 5. North Narrabeen Rock Pool and Surrounds | |
| 6. Turimetta Headland Reserve | |

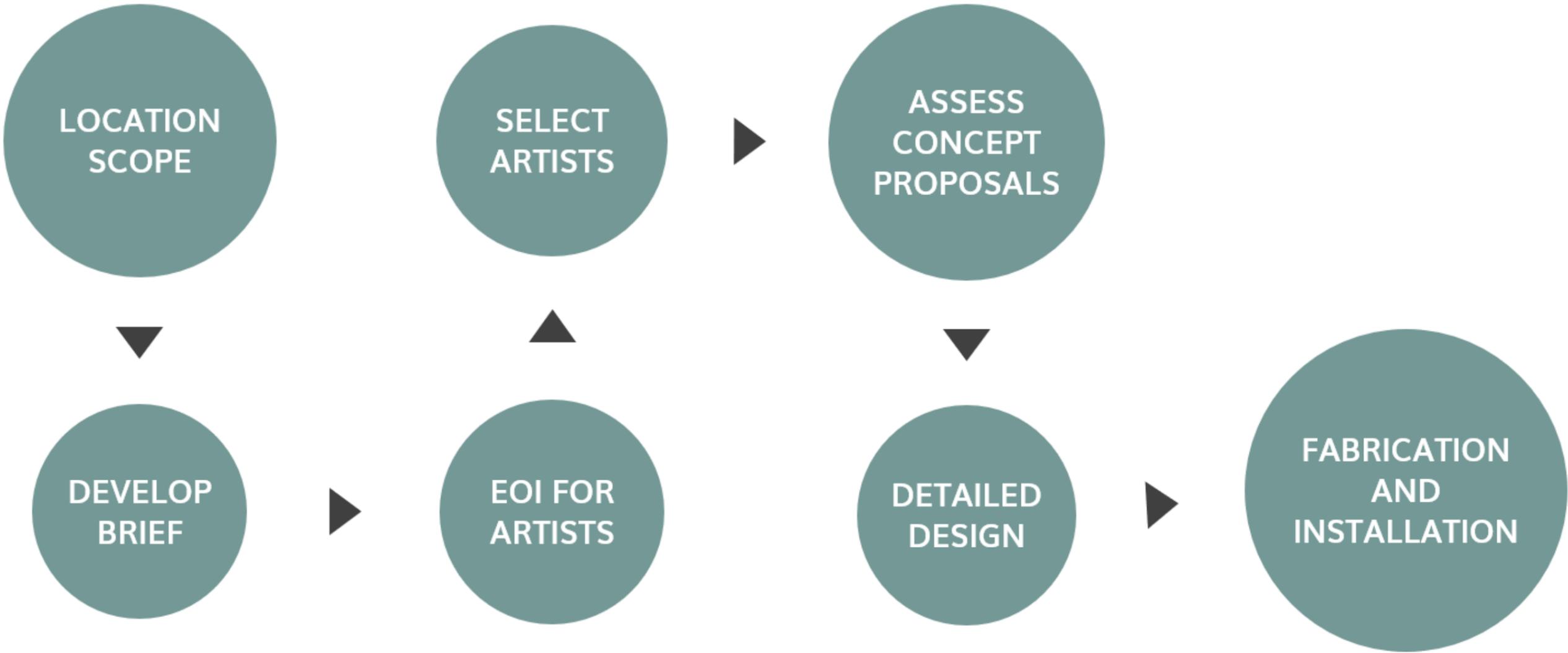
Stage 2 Art Projects (south to north) are:

- | | |
|-------------------------------------|------------------------------------|
| 1. Manly Surf Life Saving Club | 7. Mona Vale Surf Life Saving Club |
| 2. Queenscliff Headland | 8. Bilgola Headland |
| 3. Freshwater Beach Reserve | 9. Newport Beach Reserve |
| 4. Dee Why Rockpool and Surrounds | 10. Avalon Beach Reserve |
| 5. Long Reef Surf Life Saving Club | 11. Observation Point, Palm Beach. |
| 6. Warriewood Surf Life Saving Club | |

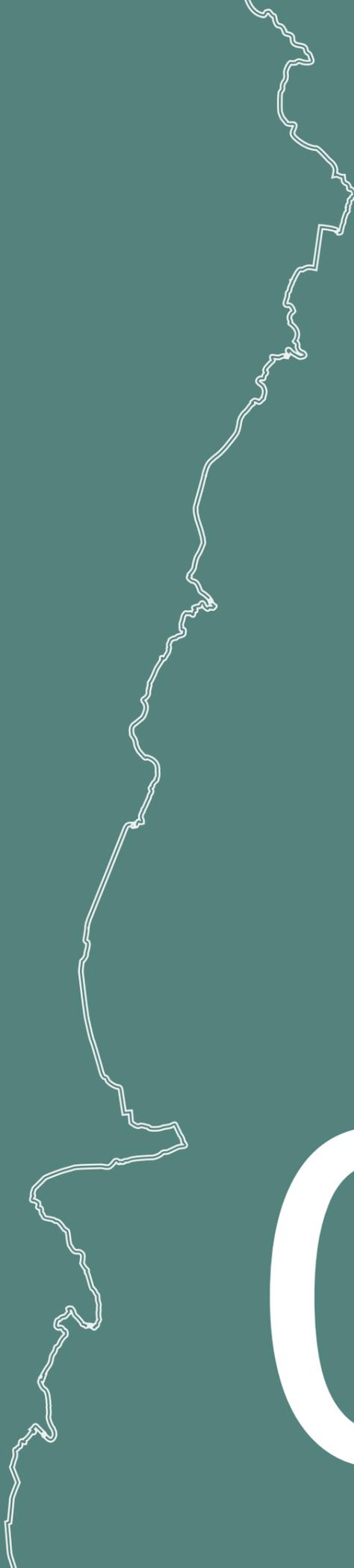


Project Delivery Steps—Priority Sites

PROJECT DELIVERY STEPS – PRIORITY SITES



Partnerships



03

3.1 Partnerships

The following key partnerships hold the potential to assist Council delivering projects at priority sites and locations along the Coast Walk. Four high priority partnerships related to the recommendations of the Strategic Plan are identified within the table by a star (★).

These are:

- Aboriginal stakeholders
- Office of Environment and Heritage (OEH)
- Coast Walk Public Art Project Working Group
- Youth and schools

Partner	Sector	Relevant Site/s	Discussion	Recommendation
Aboriginal Stakeholders ★	Community/Local Government and State Government	Entire study area	Aboriginal stakeholders are valuable knowledge holders for a number of highly significant sites along the Coast Walk. Involving Aboriginal stakeholders in the development of briefs at priority sites can build capacity and connections within the community. A key stakeholder is the Aboriginal Heritage Office.	<ul style="list-style-type: none"> • Continue to sustain the involvement and assistance of Aboriginal stakeholders as the project proceeds.
Art Gallery of NSW (AGNSW)	State Government Cultural Institution	Targeted sites throughout study area	One of the longest established art galleries in Australia and the first purpose-built public art gallery.	<ul style="list-style-type: none"> • Opportunity to coordinate programs, exhibitions and touring shows • Connections within the community to AGNSW to be mapped and explored.
Arts and Culture Community Stakeholders	Community	Targeted sites throughout study area		<ul style="list-style-type: none"> • The arts and culture community should continue to be engaged and consulted throughout the project.
Australia Council	Federal Government Cultural Institution	Targeted sites throughout study area	The Australia Council is the Federal Government's peak body for the arts and the principal arts funding and advisory body in the country. Its aim is to enrich the life of the nation, by supporting and promoting the arts.	<ul style="list-style-type: none"> • Partnerships with the Australia Council will assist Northern Beaches Council to identify and leverage the diverse range of funding sources available for arts and culture projects at the federal level on the Northern Beaches • The Australia Council can assist with capacity building, cultural development and policy frameworks.

Partner	Sector	Relevant Site/s	Discussion	Recommendation
Australian Museum	State Government Cultural Institution	Targeted sites throughout study area	The Australian Museum is one of the oldest museums in Australia, with an international reputation in the fields of natural history and anthropology and invaluable collections of Aboriginal cultural objects.	<ul style="list-style-type: none"> Many items within the museum collections hold strong ties to the natural and Aboriginal history of the Northern Beaches A relationship with the Australian Museum and museum professionals should be fostered.
Board-riders clubs	Community	Relevant beaches	Board-riders and surf riders clubs represent the surfing communities on the Northern Beaches. Many of these clubs wish to have their history and strong connection to place recognised at the relevant beaches.	<ul style="list-style-type: none"> Continue discussions with board-riders clubs about potential recognition of surfing clubs through the project.
Coast Walk Public Art Project Working Group ★	Arts and Culture Sector Community	Entire study area	<ul style="list-style-type: none"> Valuable knowledge groups Capacity building within the community Nuanced understanding of place and significance. 	<ul style="list-style-type: none"> Continue to obtain the involvement and assistance of the Coast Walk Working Group as the project proceeds.
Create NSW	State Government Department	Targeted sites throughout study area	Create NSW is the NSW Government's arts policy and funding body, which provides advice to the Minister for the Arts on how to sustain and develop arts, creativity and culture throughout the state.	<ul style="list-style-type: none"> Partnerships with Create NSW will assist Northern Beaches Council to identify and leverage the diverse range of funding sources available at state level for arts and culture projects on the Northern Beaches.
Environmental and Local Heritage Groups	Community Environmental Advocacy	Ecologically sensitive areas and wildlife/marine life zones including Dee Why Lagoon, Long Reef, Narrabeen, Palm Beach	Environmental and local heritage groups abound on the Northern Beaches. These volunteer-led groups have long and strong associations with protected natural and cultural sites along the Coast Walk.	<ul style="list-style-type: none"> Continue to sustain the involvement and assistance of environmental and local heritage groups as the project proceeds Environment and local heritage groups will have valuable contributions for integrated landscaping projects and sensitive environmentally designed interventions.
Eramboo	Arts and Culture Sector	Targeted sites throughout study area	<p>Eramboo's mission is to deeply explore the nature of the Australian cultural voice. This mission is undertaken with visionary artistic direction and diverse, challenging programming.</p> <p>Eramboo's programs engage professional and emerging artists and the broader community.</p>	<ul style="list-style-type: none"> Build on existing partnerships and precedents of festivals held at Avalon and Dee Why to encourage artistic expression and involvement of targeted communities.

Partner	Sector	Relevant Site/s	Discussion	Recommendation
Kaldor Public Art Projects	Cultural Institution / Philanthropic Organisation	Targeted sites throughout study area	Kaldor Public Art Projects has grown from its philanthropic roots into a key player in the contemporary art scene in Sydney. Kaldor delivers high quality public art programs and memorable temporary installations, powered by contemporary art practice. Its annual program engages the community via a range of social, cultural and geopolitical issues. These projects have been recognised as some of the most iconic in Australian contemporary art history.	<ul style="list-style-type: none"> • Opportunities to partner and foster an ongoing relationship with Kaldor Public Art Projects should be explored for specific or ongoing projects in priority sites along the Coast Walk • Cross-organisational learning should be encouraged in order to promote capacity building in the Northern Beaches arts and culture space.
Manly Art Gallery & Museum	Arts and Culture Sector Community	Targeted sites throughout study area	Cultural hub on the Northern Beaches, with changing art and museum exhibitions, and a program of art workshops for both kids and adults, artist talks, performances and special events.	<ul style="list-style-type: none"> • Build on and extend existing partnership with MAG&M • Seek curatorial advice, input and support from the MAG&M team • Circulate information and awareness to MAG&M networks to support the EOI process.
Mosman Art Gallery	Arts and Culture Sector Community	Targeted sites throughout study area	Mosman Art Gallery is a leading cultural institution within Sydney that aims to be a place of connection with both the visual and performing arts, offering visitors valuable experiences which enrich and inspire, through exhibitions, art collection and programs.	<ul style="list-style-type: none"> • Build on and extend existing partnership with Mosman Art Gallery.
Museum of Contemporary Art (MCA)	State Government Cultural Institution	Targeted sites throughout study area	Sydney's home of contemporary art with historic links to the Power Institute and Sydney University Arts Faculty.	<ul style="list-style-type: none"> • Skills, knowledge and capacity building • MCA Young Ambassadors program and other initiatives seek to involve young people in leadership roles within the arts and culture sector.
National Maritime Museum	Federal Government Cultural Institution	Maritime sites off coast along study area	The Australian National Maritime Museum is a federally operated maritime museum in Darling Harbour, Sydney. The museum has collections and expertise centred around maritime history and Australian life on the water.	<ul style="list-style-type: none"> • Partnerships with the Australian National Maritime Museum have potential to open up opportunities for a range of art projects or programs focusing on water, the coastline and maritime history • Skills, knowledge and capacity building.

Partner	Sector	Relevant Site/s	Discussion	Recommendation
NSW Health	State Government	Mona Vale Hospital		<ul style="list-style-type: none"> Explore an initiative related to health and aged care and community art projects.
NSW Parks and Wildlife	State Government	Barrenjoey Headland North Head	NSW Parks and Wildlife Service (Parks) is the peak wilderness and wildlife conservation agency in NSW. Parks sits within OEH and holds valuable knowledge in the areas of wildlife conservation, protected species and the management of protected natural heritage sites.	<ul style="list-style-type: none"> Parks manages two highly significant sites at the northern and southern gateways of the walk, Barrenjoey and North Head Consult Parks in relation to priority projects at Manly and explore opportunities to increase connectivity to North Head walking tracks Consult with Parks in relation to priority projects at Governor Phillip Park, Palm Beach.
Office of Environment and Heritage (OEH) ★	State Government	Entire study area	OEH is responsible for the care and protection of the environment and heritage, which includes the natural environment, Aboriginal Country, culture and heritage, and built heritage in New South Wales. OEH is also responsible for an extensive community heritage grants program.	<ul style="list-style-type: none"> Explore community heritage grants programs Raise awareness within the Northern Beaches artistic and creative community about the potential for grant funding at projects that activate and enhance heritage sites.
Pittwater Artists Trail	Arts and Culture Sector Community	Palm Beach, Avalon, Clareville, Newport, Mona Vale	The Pittwater Artist Trail is an alliance of artists who collectively open their studios to the public in October and March each year, creating a trail for art lovers.	<ul style="list-style-type: none"> Cross-promote and link art trails where appropriate Programming opportunities during the open studio times in October and March.
Surf Life Saving Clubs (SLSCs)	Not for Profit Community Clubs	Relevant surf clubs	The Northern Beaches SLSCs hold long and strong associations with the ocean beaches and seascapes intersected by the Coast Walk route. SLSCs manage a large portfolio of community infrastructure and sizeable membership. Many clubs also hold movable heritage collections related to the history and development of surf life saving and surfing on the Northern Beaches.	<ul style="list-style-type: none"> Engage with SLSCs and foster relationships Establish, through consultation, the realistic appetite for art and programs on or adjacent to SLSCs Explore possibilities for SLSCs' movable heritage collections.
Sydney Harbour Federation Trust (Harbour Trust)	State Government	Former Defence Lands at North Head	The Sydney Harbour Federation Trust manages significant harbour sites.	<ul style="list-style-type: none"> Foster partnerships and open communication lines with the Harbour Trust.

Partner	Sector	Relevant Site/s	Discussion	Recommendation
Sydney Living Museums	State Government Cultural Institution	Targeted sites throughout study area	Sydney Living Museums (formerly Historic Houses Trust) is a statutory authority in the Government of New South Wales entrusted with the care and maintenance of historic sites throughout the state, including gardens, parklands and urban spaces in NSW.	<ul style="list-style-type: none"> Partnership opportunities with Sydney Living Museums should be explored. This could open up opportunities for the significant 20th-century sites at the northern end of the peninsula and elsewhere throughout the LGA.
Transport for NSW	State Government	B-Line Stops	Essential public transport connecting the Northern Beaches and the CBD.	<ul style="list-style-type: none"> Opportunity to cross-promote B-Line and sites accessible on the bus route and seasonal programming/events.
Youth and Schools ★	Community/State Government/Private Schools	Local sites Avalon South Youth Hub		<ul style="list-style-type: none"> Foster partnerships with youth and schools on the Northern Beaches through youth representatives.



80hz: Sound Lab, a temporary interactive sound pavilion at the State Library of NSW on Macquarie Street, Sydney, activates the library's collection through sound, space and imagery. Through digital technology and innovative design, site specific collections can become mobile and accessible to regional communities and incidental visitors. (Source: Architecture AU)