

ITEM 2. PUBLIC ART LEGACY PROJECT - BIENNALE OF SYDNEY PARTNERSHIP**FILE NO: S103805****SUMMARY**

Since 1973, many of Australia's and the world's acclaimed artists have created artworks in Sydney for the biannual Biennale of Sydney. As a temporary exhibition of contemporary art, most artworks are transported to other cities around the world or nationally at significant cost at the end of the event.

To complement the City of Sydney's objectives for public art, outlined in the City Art Public Art Strategy, endorsed by Council in 2011, the City entered into a partnership with the Biennale of Sydney in 2012 to produce legacy public art projects.

Over three Biennales (2014, 2016 and 2018) the Public Art Legacy Project program aimed to commission a major new artwork from each Biennale. Selected artworks would be located in the City of Sydney for an extended period, beyond the three month period of the Biennale, from a minimum of two years up to a maximum of 25 years. The following legacy artwork projects now make part of the City Art Public Art Collection:

- 2014 - *The City of Forking Paths* by Janet Cardiff and George Bures Miller commissioned with Artistic Director, Juliana Engberg.
- 2016 – *Here, An Echo* by Agatha Gothe-Snape commissioned with Artistic Director, Stephanie Rosenthal.

Mami Kataoka, the Artistic Director for the 2018 Biennale of Sydney, is currently investigating possible legacy project options for the 21st edition of the Biennale of Sydney.

As outlined in the existing Partnership Agreement between the City of Sydney and the Biennale of Sydney, the Public Art Legacy Project program terminates following the delivery of the 2018 legacy project.

In October 2017, the City's Public Art Advisory Panel acknowledged the contribution of the program's successful integration of high quality artworks into Sydney's public domain, and recommended that the City extend the current agreement with the Biennale of Sydney for each of the 2020, 2022 and 2024 events.

This proposal seeks an extension to the City's current agreement with the Biennale to commit to the program for a further three Biennales. The location of the artworks would be guided by the guiding principles in the City Art Public Art Strategy and directions and project ideas in Sustainable Sydney 2030.

The proposal to work with a major cultural partner like the Biennale strengthens Sydney's reputation, promotes connections with other cities and supports Sustainable Sydney 2030's objectives of being a global and innovative city, and the City's commitment to being a cultural and creative city, outlined in the Creative City cultural policy and action plan, endorsed by Council in 2014.

RECOMMENDATION

It is resolved that:

- (A) Council extend the City's existing Partnership Agreement with the Biennale of Sydney, for the acquisition or long term loan of artworks, commissioned by the Biennale of Sydney, for each of the 2020, 2022 and 2024 events, that would enter the City of Sydney's public art collection, City Art;
- (B) Council endorse an increase in value to reflect the 2.5% CPI increase since June 2012 from \$150,000 exclusive of GST per annum or \$300,000 exclusive of GST per Biennale to \$155,000 (exclusive of GST) per annum or \$310,000 (exclusive of GST) per Biennale, with funding to accumulate over the period of three Biennales if no suitable work is available for acquisition, to a total of \$930,000 (excluding GST);
- (C) authority be delegated to the Chief Executive Officer to enter into a new Partnership Agreement with the Biennale of Sydney; and
- (D) following the identification of a suitable artwork by a Biennale curator, and the Public Art Advisory Panel's recommendation of a proposed artwork, a report be provided to Council for endorsement.

ATTACHMENTS

Attachment A: Public Art Legacy Project, City of Sydney / Biennale of Sydney (2014-2016) Summary

Attachment B: Biennale of Sydney Legacy Artwork / Agatha Gothe Snape – *Here an Echo* Media Report August 2017

BACKGROUND

1. The Biennale of Sydney is one of the longest running contemporary art exhibitions and is widely viewed as an exemplary model for Biennales across the globe.
2. Since 1973, the Biennale of Sydney has invited Artistic Directors to create a major exhibition showcasing contemporary art from Australia and around the world, across a number of Sydney's leading cultural venues.
3. The three month exhibition is accompanied by a program of artist talks, performances, forums, family events, guided tours and other special events, most of which are free to the public. Admission to Biennale of Sydney exhibitions is free, making content accessible to the broadest possible audience.
4. More than 200 artworks by 83 artists from 35 countries participated in the 20th Biennale of Sydney (2016), many of whom were commissioned by the Biennale to make new artworks to be displayed in Sydney for the first time.
5. In 2016, total visitation to the Biennale of Sydney was 643,000, the second highest on record, and its economic contribution to Sydney was \$40 million.
6. The City of Sydney currently sponsors the Biennale of Sydney to a value of \$620,000 plus GST and annual CPI increases for each Biennale. Banner pole hire and venue hire of up to \$100,000 value-in-kind per Biennale for the 2016, 2018 and 2020 event years is also offered, and up to \$50,000 per annum in 2017, 2019 and 2021 for a new program of between-season events. This sponsorship does not include any acquisition, or loan of artworks.
7. The City's Public Art Advisory Panel has recommended that the City extend its current Partnership Agreement with the Biennale. This separate Partnership Agreement with the Biennale of Sydney will allow the City to continue commissioning a legacy artwork in the public domain of Sydney, capitalising on the appeal of this major event, and complement the work being undertaken by Council through the City's City Art public art strategy and Creative City cultural policy and action plan.
8. It is proposed that the contract allow for an amount of \$310,000 excluding GST to be available to each Biennale, allowing the incoming Artistic Director/s to work with the City of Sydney to commission a work of international excellence from a visiting artist or group included in the Biennale. Subject to a suitable artwork being identified, and recommended by the Public Art Advisory Panel, the work would remain in place at the conclusion of the exhibition.
9. As outlined in the initial Partnership Agreement, incoming Artistic Director/s of the Biennale review the City Art Public Art Strategy to identify potential sites and develop a series of proposals for consideration by the Public Art Advisory Panel.
10. If no suitable artwork is identified for commission or acquisition, it is proposed that funding is accumulated and rolled over to a future biennale.
11. Extending the current Partnership Agreement with the Biennale of Sydney to commission a new work from each Biennale will continue to contribute significantly to Sydney's international reputation as a cultural city, and for implementing innovative and creative artworks.

12. By capitalising on international curators and artists travelling to Sydney, the Biennale Legacy Project program allows at least one high quality artwork to remain in place beyond the period of the Biennale.
13. The Biennale Legacy Project program supports the City's Sustainable Sydney 2030 including development of the Three City Squares, Eora Journey, Sydney Harbour's Nature and Culture Walk, and the development of Green Square.
14. Stepping beyond the traditional spaces for artistic expression, the Biennale Legacy Project program supports the development of artists and fostering international cultural exchange within the global context the Biennale provides.
15. As indicated by Attachments A and Attachment B, the two completed Biennale Legacy Art projects have received significant media attention and contributed to the City of Sydney, Biennale of Sydney and the experience of City residents, workers and visitors.

Commissioning a new Biennale Artwork for Sydney

16. The commissioning of new Biennale legacy artworks is proposed to vary slightly from the previous Partnership Agreement to accommodate the relatively short timeframe for commissioning enduring works of permanent public art and provide greater flexibility in commissioning artworks of the highest quality.
17. The Biennale of Sydney has an established process for selecting high quality Artistic Directors to curate each Biennale exhibition. After an international selection process, the Biennale Artistic Director is appointed by the Biennale Board. This process is carried out independently of the City of Sydney.
18. The Artistic Director is announced up to 24 months before the Biennale exhibition opens. As demonstrated by the experience of over 45 years of delivery of the Biennale this timeframe allows the Artistic Director time to select the best contemporary art and artists from around the world for a temporary exhibition, but does not necessarily allow time for the creation of permanent public art.
19. By working closely with the newly appointed Artistic Director, the City of Sydney can support the selection of sites and assist in seeking the necessary approvals.
20. Since the Biennale Legacy Project program began in 2012, the Biennale has established a selection process whereby the Artistic Director nominates artists and develops a shortlist of artists' proposals which are presented to the City's Public Art Advisory Panel for comment and review.
21. It is proposed that the Artistic Director may choose to invite artists interested in creating a new work of art for Sydney during the Biennale or at the conclusion of the exhibition. In line with the existing agreement, the nomination of artists and new proposals would be presented to the City of Sydney's Public Art Advisory Panel for its comment and review.
22. This proposal improves the opportunity for the City to capitalise on the Biennale's capacity to attract the best international artists who may also be attracted to undertaking a commission for a permanent work in the City of Sydney.

23. This proposal does not increase the Biennale's operating budget. These funds are intended to directly attribute to the recommended artist for construction of a durable artwork in the public domain. It will ensure a greater diversity of artists, both emerging and experienced, are contributing to shaping Sydney's public domain as part of the City's public art program, City Art.

KEY IMPLICATIONS

Strategic Alignment - Sustainable Sydney 2030 Vision

24. *Sustainable Sydney 2030* is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress.
- (a) The Biennale Legacy Project program supports Direction 1 - A Globally Competitive and Innovative City - by enhancing one of Sydney's major cultural and tourism events, the Biennale of Sydney.
 - (b) The program supports Direction 4 - A City of Pedestrians and Cyclists – by creating incentives to walk and cycle in our City to explore public artworks and events such as the Biennale and its associated programs.
 - (c) The program helps define the Cultural Ribbon project in Sustainable Sydney 2030, now known as Sydney Harbour's Nature and Culture Walk, and therefore supports Direction 5 - A Lively and Engaging City Centre – which envisages a city where the City Centre's public domain identity is enhanced, encouraging people to explore and spend time in the City.
 - (d) A vibrant and dynamic public art program supports Direction 6 - Vibrant Local Community and Economies – which recognises and seeks to build on our diverse City communities with diverse lifestyles, interests and needs – each with an important economic and employment role.
 - (e) The program directly supports Direction 7 - A Cultural and Creative City – which recognises the arts and cultural activities as fundamental to liveability, diversity, and quality of life in our cities, as well as their contribution to economic development.
 - (f) The program specifically delivers on the objectives of this direction to support cultural activity, participation, and interaction; support the development of creative industries; provide cultural leadership and strengthen cultural partnerships.
 - (g) By engaging with a key cultural partner, the program supports Direction 10 – Implementation through effective Governance and Partnerships – by recognising that the long-term success of Sustainable Sydney 2030 will depend on detailed analysis and effective partnerships with all tiers of government, the private sector and the community. The City of Sydney has an important role as caretaker of Australia's global city. The broad consensus of support provided by the Biennale Legacy Project program can create a legacy for Sydney.

- (h) The program supports objectives by giving priority to community involvement, engagement and partnerships with the City of Sydney. The revised program will also benefit the long-term financial sustainability of City of Sydney by continuing to partner with an established organisation to deliver significant works of art regularly and efficiently, thereby considering innovative financing and funding approaches.

Organisational Impact

- 25. This partnership with the Biennale of Sydney to develop a major biennial public art project requires resources in City Design and City Projects to assist the Biennale of Sydney in managing the delivery of the program alongside the Biennale's delivery team.
- 26. Cost savings and efficiencies are achieved by partnering with an established organisation who have experience in regularly delivering the highest quality art to Sydney and who are enthusiastic about leaving a legacy for future visitors to the Biennale and to Sydney.

Social / Cultural / Community

- 27. The program provides an opportunity for significant community, social and cultural benefits by working with artists to create works, participating in talks and conferences when artists visit Sydney to develop works and in providing access to artworks after the Biennale closes, along with other educational outcomes.
- 28. Since 2014, *The City of Forking Paths* by Janet Cardiff and George Bures Miller has been experienced by over 800 patrons. Over 100 people attended the artist's talk in April 2014 at Customs House. Documentation of this talk is available through the Biennale of Sydney's website and has received over 100 engagements (likes, comments, shares). The artwork has also been included in previous City Art and Art Month Public Art Tour programs.
- 29. In May and June 2016, over 20 patrons attended each of the three performances which informed the artwork *Here, An Echo* by Agatha Gothe-Snape. In August 2016, over 100 guests attended the launch. Please refer to Attachment B for the media report.
- 30. In 2017, nine media outlets and the Biennale of Sydney's and City of Sydney's social media channels reached over 73,000 unique profiles, had over 14,000 views and over 1,000 engagements (likes, comments, shares).

Environmental

- 31. By working with the Biennale, the City can reduce the cost of freighting works of art back to the artists' countries of origin or of being turned into landfill. The proposal is an environmentally, culturally, socially and economically sustainable model for the commissioning of public art.

Economic

32. Detailed economic modelling on the impact of the Biennale's contribution to cultural tourism was completed by StollzNow Research. The Biennale's economic contribution to Sydney in 2016 was \$40 million. \$36.8M was 'new revenue' coming from interstate and overseas visitors, demonstrating the event's significant contribution to cultural tourism and the local economy.

BUDGET IMPLICATIONS

33. Subject to Council approval, it is proposed to make available to the Biennale \$155,000 (excluding GST) per annum, creating a total biennial budget of \$310,000 (excluding GST). Funding for the project in 2017/18 is to be sourced from the Public Art Program (Iconic Places) project budget within the City's capital works program.
34. The extension proposes to commission up to three artworks over three Biennales in 2020/2022/2024, with an option of rolling accumulated funds to future Biennales. The total value of the Partnership Agreement is \$930,000 (excluding GST). Subject to Council endorsement of this proposal, the additional future funding requirements will be incorporated into the 2018/19 Long Term Financial Plan.

RELEVANT LEGISLATION

35. The City may provide funding under Section 356 of the Local Government Act 1993.

CRITICAL DATES / TIME FRAMES

36. The Artistic Director for the 22nd Biennale of Sydney (2020) will commence work in mid-2018, being appointed during or shortly after the current Biennale that begins on 16 March 2018. An extension of the Partnership Agreement with the Biennale will be required by early 2018 to provide the next director with the much needed time to develop and make recommendations for the following Biennale in 2020.

OPTIONS

37. The City may choose not to proceed with this proposal. This option is not recommended, as it will undermine the existing productive partnership and the City's objectives to be a cultural and creative City which has to date demonstrated its commitment to public art and artists outlined in the City Art Public Art Strategy endorsed by Council in 2011.
38. The City may decide to commission up to three artworks over three Biennales in 2020/2022/2024. This option is recommended to realise and raise the quantity and quality of significant public art works in the City of Sydney.

PUBLIC CONSULTATION

39. The proposal has been reviewed by the Public Art Advisory Panel who recommend it to Council.

KIM WOODBURY

Chief Operating Officer

Bridget Smyth, Design Director