



GUMBLOSSOM COMMUNITY CENTRE

PUBLIC ARTWORK COMMISSION

ARTIST BRIEF

Cultural Services, Community & Place, City of Wanneroo

December 2019 – February 2020

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1. Project Name

Gumblossom Community Centre Public Artwork

2. Background

City of Wanneroo

The City of Wanneroo is one of the fastest growing local governments within Australia and has recently experienced the largest growth of any urban Local Government Authority in Western Australia. Situated 12km from the Perth CBD at its nearest point and 62km at its furthest point, the region is in the midst of a significant population growth that is expected to double to approximately 301,856 by 2031 (source City of Wanneroo ID Population Forecasts). The City covers an area of 684sq.km, has 32 kilometres of coastline and is comprised of 36 suburbs.

Quinns Rocks

Quinns Rocks is an outer coastal suburb of Perth, located 38 kilometres north of Perth's central business district. Part of the City of Wanneroo, the suburb was formerly established in 1962 as a rural townsite, focused around Quinns Beach, the area's main amenity.

Quinns Rocks is bounded by Mindarie to the south (Quinns Road), Merriwa and Butler to the east (Marmion Avenue) and Jindalee to the north (Hampshire Drive). West is the Indian Ocean and the coastline of Quinns Beach, which runs the whole length of the suburb.

History

The suburb takes its name from the offshore reef first noted during a coastline traverse by Assistant Surveyor James Cowle in 1867. Cowle was continuing a survey begun by Robert Quin, who had reached a spot about 4 kilometres south-east of the rocks in 1866. Although the modern-day name is spelt with a double 'n', the rocks are thought to have been named after Robert Quin. Robert emigrated to Western Australia in 1863, where he was appointed as an Assistant Surveyor upon his arrival. He occupied this position for 22 years, carrying out most of his surveys in the Gingin-Moore River area, before passing away in July 1886. An alternate origin of the suburb name is after Mick Quinn, a sheep tender who worked for the Mindarie Pastoral Company in the early 1900s.

The general area on the coast opposite the rocks was referred to as Quinns Rocks by the Wanneroo Road Board when they requested the survey of a road that led there in November 1925. Later, the place also came to be called "Wanneroo Beach".

Residential development

In 1930, the whole beachfront came under the control of the Wanneroo Road Board, which issued "boatshed and campsite permits" to holidaymakers at a rental of \$4.20 per annum. Early shack owners were restricted to no more than 48 hours in their shacks at one time without further permission from the Road Board. The first permanent residents appear to have been in 1942. The Caravan Park was built at the southern end in 1946. Mr L.G. Leppinus, formerly of Merredin, was one of the 7 original shack owners at this site. Notably he had to move his shack three times due to extensive erosion. Shack owners sunk their own bores and usually ran on pan system toilets.

During the 1950s, an increasing number of shacks lined the ocean front. Leasing of the beachfront reserve was phased out towards the end of that decade. Shack owners were told they had to remove their shacks, but were given first right of refusal for blocks on the ocean front - the going rate was approximately £400 (A\$800).

In 1958, Lot 223 was purchased and subdivided the following year. Four applications to build were approved in March 1959 and a major sale on 10 June saw nearly 300 blocks purchased. The subdivision was extended northwards in the early 1960s and was declared a townsite under the Local Government Act on 27 July 1962. Further extensions took place in 1964 and 1972. The locality encompassing this Local Government townsite, gazetted as "Quinns" in 1974 for future postal services, was changed to Quinns Rocks in 1977.

The beachfront area comprising the original townsite of Quinns, up until the 1990s, is colloquially known as "Old Quinns". The area is characterized by rolling hills and roads, overhead power lines on wooden poles, few pavements and many unique houses with distinct architectural designs dating from the 1960s and 1970s.

Norfolk Estate was built in Quinns Rocks much later in the early 1990s in the area east of Tapping Way. It is distinguished from "Old Quinns" by underground power lines, cul-de-sac street systems and modern bungalow housing. The estate also contains a higher concentration of public housing. Known simply as "Quinns Beach", the third and final portion of the area to be developed, borders Jindalee in the north.

Demographics

Quinns Rocks had a population of 7,991 at the ABS 2006 census, an increase of over 1,988 residents since the 2001 census. Only 57.7% of Quinns Rocks residents were born in Australia, compared to 70.9% nationally. All major immigrant groups in Quinns are from Anglophone countries (e.g. United Kingdom, South Africa, New Zealand) with 19.7% of the population born in the UK, a figure in line with neighbouring suburbs that also share significant British populations, such as Mindarie.

Quinns residents are generally young, with a median age of 31 compared to 37 nationally. Income levels are also substantially above the national average. 47.3% of residents identified as Christian, through various Christian denominations, the most populous being Anglican at 24.2%.

Amenities and facilities

The major attraction of Quinns Rocks is Quinns Beach, which spans the entire western boundary of the suburb along Ocean Drive. The beach contains barbecue facilities and children's play areas for families, as well as a dedicated "dog beach" further north, for dog-walkers. A beachside cafe and bottle shop are situated on Ocean Drive. The beach is also home to the clubrooms of the Quinns-Mindarie Surf Lifesaving Club, who have patrolled the beach since the club's foundation in 1982.

There are over ten large parks and reserves scattered throughout Quinns Rocks. Many of these parks share an abundance of sporting facilities for residents, such as the Quinns Rocks Bowling Club, the McCoy Park BMX Tracks, the Quinns Rocks Skate Park and the Gumblossom Tennis Courts. Gumblossom Community Centre provides a venue for most community functions and gatherings. Quinns Rocks is largely residential, relying on Clarkson and the nearby city of Joondalup for major commercial and public services.

Gumblossom Community Centre, Quinns Rocks

Gumblossom Community Centre is a large facility, located at 17 Tapping Way, Quinns Rocks, with a function room and a separate sports hall. The sports hall is utilised by groups like Zumba and callisthenics. There is also a craft room specifically for playgroup and the 3 year old program. The facility is home to a hairdresser, many other groups like Girl Guides, Men's Shed and Seniors. The Seniors have many daily activities on offer, like playing cards and table tennis.

The Community Centre is located adjacent to Gumblossom Reserve, which is home to one of the City of Wanneroo's premier sports fields, used for AFL, soccer, baseball/softball and by the local primary school during the week. The Reserve itself retains about 5 hectares of native vegetation typical to the area prior to the development of Quinns Rocks townsite in the 1960s. The vast array of plant species exists due to the varied soils associated with two dunes systems intersecting in the reserve. The two main plant communities surrounding the Community Centre are Banksia woodland and mixed shrubland/heathland. There are also outdoor netball courts and tennis courts adjacent and the Quinns Rocks Bowling Club.

***Ecstasy* by Bill Jeffrey is stolen**

The City's Public Art Collection consists of 164 objects and is valued at \$6.2 million. It ranges from the suburbs of Girrawheen/Koondoola in the south to Yanchep/Two Rocks in the north. The Collection has some notable and aesthetically pleasing artworks, which are strongly valued by the community and create a sense of place. *Ecstasy* was one of these unique artworks.

Cast in bronze and based on the human figure, it was created by the late Bill Jeffrey. Bill was a well-known identity around Wanneroo, who was involved in the Wanneroo Business Association, was an Elected Member and ran many successful agricultural ventures in the area. After being a major player in the business world, in mid-life Bill began a prolific second career in the creative sphere as a public artist. *Ecstasy* was a beautifully crafted bronze, which adorned the forecourt of the Gumblossom Community Centre.

On 2 January 2019 Cultural Development was notified that *Ecstasy* was missing, with only the plinth remaining. Following a Facebook post there was an outcry from the community and many stories of how the patrons of Gumblossom interacted with the sculpture. It was greatly cherished by the surrounding Quinn's community and has been greatly missed. Unfortunately with no artwork available through the Jeffrey family, the next option for consideration was the commissioning of a new public art piece for the location utilising the guidelines within the Management Procedure for Community and Public Art.

3. Strategic Plan

This project is supportive of the City's vision, outcomes and strategies for safe, vibrant and connected communities

Society

1.3 Distinctive Places

1.3.1 Creative distinctive places based on identity of areas

1.4 Connected Communities

1.4.1 Connect communities through engagement and involvement

- 1.4.2 Build strong communities through the strength of cultural and heritage diversity

Economy

2.2 Strategic Growth

2.4 Places of Destination

- 2.4.1 Actively build on cultural heritage and distinctive identity to promote Wanneroo as a place to visit

Built Environment

3.4 Activated Places

- 3.4.3 Enhance distinctive built form and spaces based on identity of areas

4. Site Data

Gumblossom Community Centre

The proposed public artwork will be installed where the previous Bill Jeffrey bronze was situated. This is between the Sports Hall and the entrance to the administration office in the main building. The new commission will rest on a raised square, constructed from brick and concrete. Upon this square is a pyramid-shape plinth, to which the Bill Jeffrey bronze was affixed. This could be utilised in the new commission or planned to be removed. The measurements of the plinth are in appendix 2.

5. Artwork Themes and Requirements

Gumblossom Community Centre Public Artwork

There should be one original artwork (the work), which could reflect on or pay tribute to figurative artwork like that of Bill Jeffrey, while not being cast in bronze

OR

it could be an artwork with a totally new sensibility reflecting aspects of Quinns Rocks.

Some criteria to consider is:-

- Using the previous notes on the history of Quinns Rocks as inspiration.
- Using Bill Jeffrey, his life and artwork as a starting point.
- Keeping with the aesthetics of the Gumblossom Community Centre or exploring a ocean-side theme.
- Vantage points and sight lines, screening and shade as well as lighting, pathways and seating possibilities.
- A necessary quality for the external artwork is that it be robust and able to withstand vandalism. Treatment of, or the patina of, the surface should also withstand graffiti. Materials of a sustainable nature should also be considered.

The Management Procedure for Community and Public Art provides clear step by step guidelines for the selection and commissioning process for Public Art.

In providing a cost breakdown, please take into account

- design work (drawings and maquettes)
- preliminaries like site preparation and anchor points
- costs for attendance at four or five meetings
- Structural Engineer's Certificate
- Maintenance of Public Liability, Materials and other insurances
- purchase of the materials
- manufacture of the artwork
- site delivery and installation
- other relevant costs required to complete the artwork.

6. Scope of Services

The successful artist(s) will be required to undertake the following tasks:

- Conduct research into the public artwork.
- Create a design and a maquette for the artwork.
- Meet with the Reference Group and other stakeholders.
- Obtain aesthetic and structural engineering approval for the designs.
- Construct and install the artwork in accordance with the signed contract.
- Provide a comprehensive maintenance/conservation plan and schedule.

7. Title and Copyright

Ownership of the title in the approved artwork(s) will pass to the client at the completion of the project when the client accepts the work and all monies have been paid to the artist(s). All copyright in the artwork(s) belongs to the artist(s) except that the artist(s) agrees that the client may use images of the artwork(s) to promote the client, the clients project, or the artwork(s) including print, web and advertising media without additional payment to the artist(s).

8. Client and Clients Representative

The Client is the City of Wanneroo, 23 Dundobar Rd Wanneroo and the Client's representative is Diane Tweedie, Arts Development Officer, who is authorised by the City of Wanneroo to provide instruction to the artist(s).

Contact Details are as follows:

Diane Tweedie

Telephone: 9405 5913

Email: diane.tweedie@wanneroo.wa.gov.au

9. Reference Group

The City has established a Reference Group, which will have oversight of the project and will comprise:

Mrs Lesley Wilkinson, Manager, Cultural Development

Mr Shane Spinks, Manager, Community Facilities

Ms Elizabeth White, Coordinator Cultural Services

Ms Diane Tweedie, Arts Development Officer

Although not a Reference Group member, the Director of Community & Place, Ms Debbie Terelinck, (the Client) will be involved in the selection of the successful artwork design.

10. Project Budget

Gumblossom Community Centre Public Artwork

\$71,000 is available for the creation of the work.

The maximum amount that has been provided for this commission is \$71,000 plus GST. This is to cover the Artist(s) fees for the artwork design, construction and installation of the public artwork and for meetings with the Arts Development Officer. The applicant is to provide a lump sum fee proposal, plus hourly rate for meetings.

11. Timetable

Stage 1: Concepts and Design

Artist Brief advertised	December 2019 & Jan. 2020
Request for quote closes	Friday 28 February 2020, 4pm
Assessment of applications	March 2020
Interviews with shortlisted applicants	April 2020
Applicants advised of outcome	May 2020

Stage 2: Creation and Installation – to be advised

Proposed creation of public artwork	Commencement June 2020
Proposed project completion	To be advised

12. Fee Submission

Artists are to submit a Lump Sum Fee proposal, in the form (Attachment 1), which is to include all out of pocket fees for meetings, and all other expenses. Goods and Services Tax is to be allowed for and shown as a separate item in the fee submission.

The proposal is to contain the following information:

- Completed form of quote (attachment 1).
- Name of company or individual (including ABN Number).
- Curriculum Vitae with examples of relevant completed projects.
- Contact details.
- Written concept ideas and/or digital 3-D modelling or approach to the project including a basic concept of your proposal, your experience working on public artworks and your ability to meet the project deadlines.

The artist is to also submit an hourly rate, which will apply in the event the client requires the commissioning of any additional work, outside of this brief.

13. Submission

Submissions are to be addressed to:-

Diane Tweedie
Arts Development Officer
Locked Bag 1, Wanneroo 6946
Submissions close at 4pm on Friday 28 February 2020

Or by email to Diane.Tweedie@wanneroo.wa.gov.au

Attachment 1

Date : February 2020

Enquiries : Diane Tweedie
9405 5913

Dear Sir/Madam

GUMBLOSSOM COMMUNITY CENTRE ARTWORK : ARTIST BRIEF

The City requires the design, manufacture and installation of the attached goods and invites you to submit a quotation for these goods.

If you are interested in quoting for the supply of these goods, send your quotation before 4pm Friday 28 February 2020, to:

Diane Tweedie
Arts Development Officer
Locked Bag 1, Wanneroo WA 6946

Or by email to Diane.Tweedie@wanneroo.wa.gov.au

Any enquiries should be directed Diane Tweedie on 9405 5913. The City looks forward to your response.

Yours faithfully



Diane Tweedie
Arts Development Officer

Attachment 1 Form of quotation



Locked Bag 1
Wanneroo WA 6946

Telephone:(08) 9405 5913
Fax: (08) 9405 5598

Website:
www.wanneroo.wa.gov.au

FORM OF QUOTATION & PRICE SCHEDULE

GUMBLOSSOM COMMUNITY CENTRE PUBLIC ARTWORK

	DESCRIPTION	TOTAL PRICE \$ (Excluding GST)
1		
2		
3		
4	Hourly rate if required	

Having examined the Quotation Document, I/We offer to supply the goods at the above price.

**Name of Company, Partnership,
Firm or Person responding**

**ACN or ABN
Street Address**

ABN Registered for GST Y/N

Email

Telephone No

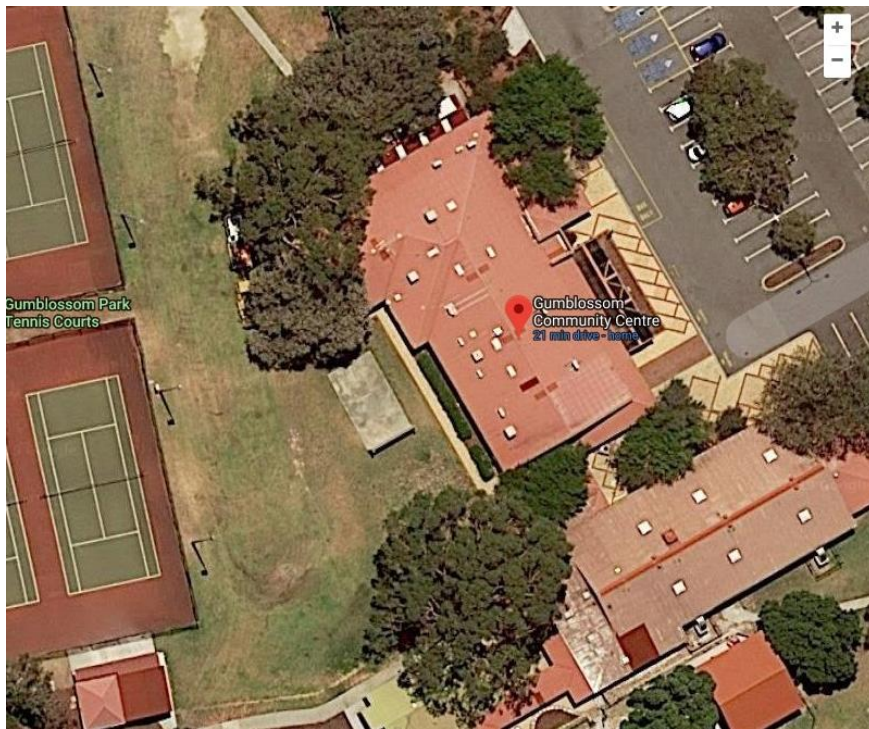
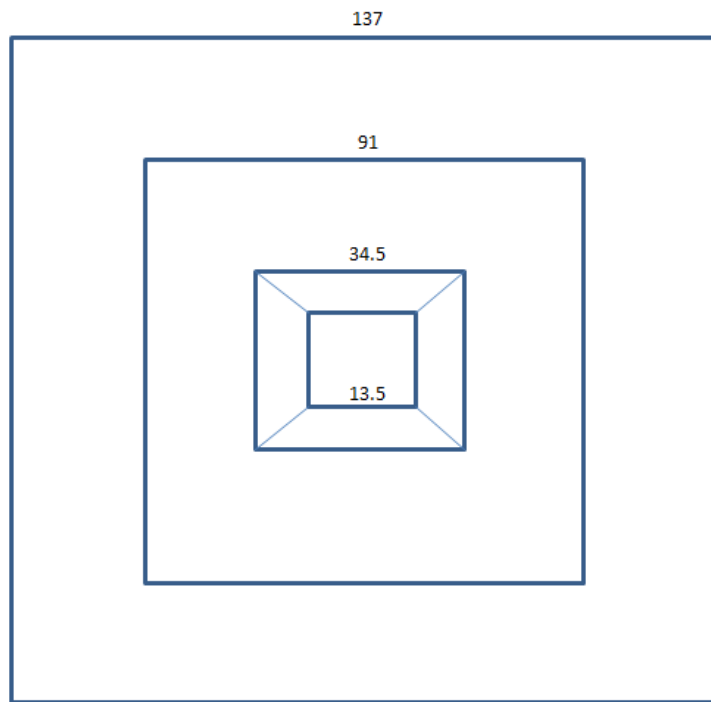
Facsimile No

Date

Signature

Name

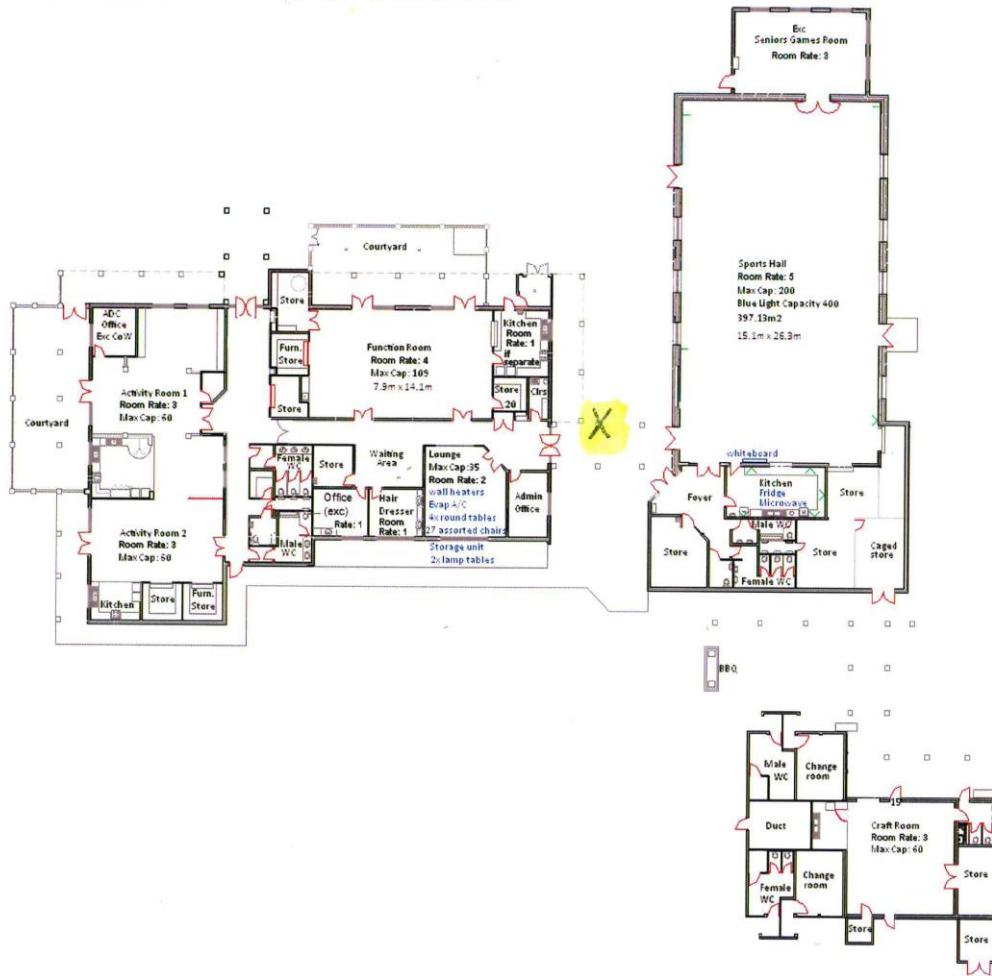
Attachment 2 Plinth dimensions and site



Attachment 3 Location map and floor plan

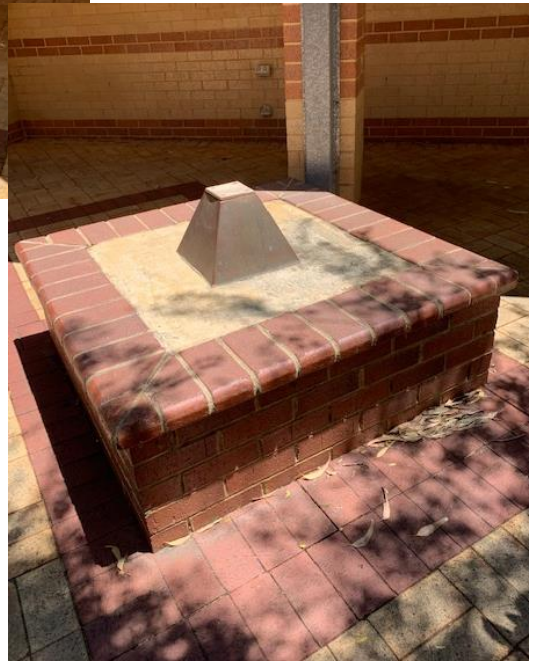


Gumblossom Community Centre and Sports Hall
Tapping Way, Quinns Rocks



Attachment 4 Site photographs





Bill Jeffrey's *Ecstasy*