

Strategic Focus Area: Engage. Create. Unite.

Strathbogie Shire Art Trail, Stage Two

SUBMISSION ONE

Problem and opportunity:

There is a distinct lack of public art in Euroa. In line with ECAG's strategic plan and Councils commitment to public art through their public art policy and strategic plan, there have been strides made. However, to ensure that public art has maximum effect, it is critical that it has a narrative, connection to spaces in town and supports health and wellbeing as well as tourism.

Last year, Council launched a piece of public art, the big magpie, made by local artists, Tank and Tobin. At the official opening the Mayor said: Council adopted its Public Art Policy to ensure projects like this could happen after we heard loud and clear from our community that they wanted more public art.

We believe the Pitch my Project initiative provides the opportunity to do this. To build on the success of Euroa's now famous Tank and Tobin Magpie and continue to grow Strathbogie

Shire's art trail, starting with a connected trail in Euroa. The big magpie has been a hit with both locals and tourists. So many people are often sighted taking photographs and it has made its way to social media, on the Big things page and other areas. It is hard to quantify the impact, and with a targeted marketing campaign for a broader arts trail, we are confident there will be strong social and economic benefits.

There is already a blue wren at the Yairo community garden and main street is in between the magpie and the wren. There is an opportunity to work with a more diverse range of artists including mural artists, and other sculpture artists (particularly First Nations artists) to create a walking trail across the town that encourages people to stop in the main street and also to explore the wonderful spaces Euroa has to offer.

How does it affect or impact the community?

For our community this project will bring many benefits.

Public art can form an integral part of the public domain enhancing people's experiences of, and encouraging greater interaction with, public spaces.

It can express community values, enhance our environment, transform a landscape, heighten our awareness, or question our assumptions.

Placed in public sites, this art is there for everyone, a form of collective community expression. Public art reflects how we see the world – the artist's response to our time and place combined with our own sense of who we are. Public spaces are important community resources and public art should be carefully considered to ensure a positive impact is achieved.

Further, being a mid way point to a range of destinations, Euroa is a great midway stop over, or even to stay a little longer and see what our region has to offer. By offering an art trail that enables people to stretch their legs and see beyond the Travellers Rest, they will find Binney st, the community garden and explore the many public assets we have. Euroa has a vibrant

shopping precinct that is hidden to many visitors and with a unique experience, could bring them back to stay in the future.

The big magpie has instilled a sense of pride in Euroa residents, and has linked back to sports, culture, and local art. The continuation of this local pride could extend to First Nations collaborations and others to increase awareness and understanding of our whole community.

What is your idea and what difference would it make?

Public spaces are important community resources and public art should be carefully considered to can ensure a truly positive impact.

Since the installation of our famous Magpie we have seen the positive impact it has had on our community, from the Collingwood Football Club and premier cup visit, to the constant stream of visitors taking pictures and helping us put Euroa on the map.

We believe Pitch My Project has the opportunity to continue this important project and the Strathbogie Shire Art Trail.

This pitch is for Council to allocate up to \$50,000 to install one, or (even better) more art installations, of which the type and location is to be determined through community engagement – which is in-line with Council's Public Art Policy.

Aligning with the Chamber's branding project, public art will help drive a thriving visitor economy. This will continue the momentum of other great work happening in the Council, including building on the Magpie and supporting stronger branding for the region.

This may also extend to other towns in the Shire in the future, once the trail is established in Euroa.

Further information:

We believe our pitch aligns to Strategic Focus Area 1: Engage. Create. Unite. It supports the goals of fostering and supporting creative responses in the community by:

- We are inspired by our creatives and celebrate art and culture.
- We create welcoming social spaces where people can connect.
- First Nations culture, knowledge and heritage enriches our Shire.

SUBMISSION TWO

Problem and opportunity:

In 2023 Strathbogie Shire Council installed its first piece of public art.

At the official opening the Mayor said: Council adopted its Public Art Policy to ensure projects like this could happen after we heard loud and clear from our community that they wanted more public art.

We believe the Pitch my Project initiative provides the opportunity to do this. To build on the success of Euroa's now famous Tank and Tobin Magpie and continue to grow Strathbogie Shire's art trail.

How does it affect or impact the community?

As the Strathbogie Shire Council's policy states:

Public art can form an integral part of the public domain enhancing people's experiences of, and encouraging greater interaction with, public spaces.

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ECAG have confirmed they submitted an arts trail grant as it aligns with their plans for the future. We have both agreed to do in conjunction with one another and work together.