

# Public Art Action Plan

2025 - 2028



Town of  
**Port Hedland**



Cover: Water Carrier, Bobbi Lockyer & Skye Lockyer, 2024, Spoilbank Marina

Gathering Marker, Sharon Warrie, 2024, Spoilbank Marina

The Town of Port Hedland would like to acknowledge the Kariyarrwa, Ngarla, and Nyamal people as the Traditional Custodians of the Town of Port Hedland lands. We recognise their strength and resilience and pay our respects to their Elders past and present.

We extend that respect to all Aboriginal and Torres Strait Islander people of the local community and recognise their rich cultures and their continuing connection to land and waters.

## INTRODUCTION:

**The Public Art Masterplan Action Plan 2025–2035 has been developed to support and operationalise the vision, values, and strategic framework outlined in the Town of Port Hedland's Public Art Masterplan. While the Masterplan sets the overarching direction for public art in our community, this Action Plan translates that vision into tangible steps, ensuring that aspirations become reality through coordinated, well-resourced, and inclusive implementation.**

This Action Plan provides a roadmap for delivering meaningful public art projects that reflect Hedland's unique identity, honour Aboriginal stories and knowledge, and activate our public spaces in ways that are safe, inclusive, and inspiring.

By aligning with the Town's broader strategic documents this plan ensures that public art is embedded across planning, development, and community engagement processes. It outlines clear priorities, timelines, responsibilities, and funding pathways to guide decision-makers, artists, developers, and community partners in delivering highquality, place-specific public art across the Town.

# Section One

# Context



VISION:

**“Together, we create public art that inspires, educates, and welcomes, celebrating the diverse stories, landscapes, and creativity of Hedland.”**

Lorna Dawson, Spinifex Hill Studio Mural,  
2023, South Hedland Square

“Together, we create an even more liveable and loveable Hedland for our diverse and creative community and visitors.”  
**Arts and Culture Plan 2023-27**

“Together, we create a thriving, resilient and inclusive future for our diverse community.”  
**Strategic Community Plan 2022-2032**

# 1. Themes

The Public Art Masterplan is anchored by three overarching themes that reflect the heart and soul of Hedland, its people, its Country, and its evolving identity. These themes provide a creative framework to guide the commissioning and development of public art that is meaningful, inclusive, and deeply connected to place.

Each theme is designed to inspire artists, engage the community, and ensure that public art projects reflect the diverse stories, landscapes, and aspirations of Port Hedland. They are not rigid categories, but rather springboards for creative exploration - allowing for interpretation, innovation, and collaboration.

## 01

### Mosaic of Voices

**This theme illuminates the rich tapestry of voices and cultures within Port Hedland, celebrating ancient traditions, and diverse expressions and stories of its people.**

- Celebrating the pride of Hedland and many cultures that call Hedland home
- Welcoming visitors and adventurers to this place
- Contemporary life and future aspirations of the community
- Ancient and contemporary culture of the Kariyarr, Ngarla and Nyamal people
- Stories from our Traditional Owners, Elders and First Nations community
- Celebrate historical and contemporary figures, including long-term residents and significant contributors (both well-known and little known)
- Local histories and heritage



April, Stories of Hedland - Youth Photography Project submission, 2025, PasteUp Festival South Hedland.



Youth Participants, 2023, 50th Anniversary Street Art Festival, South Hedland Town Square

## 02

### Richness of Country

**This theme celebrates the timeless stories embedded in Country, where ancient knowledge meets contemporary life. Baked by the sun and carved by the hands of generations, the evidence of the passing of time is marked across the landscape.**

- Caring for Country
- Marapikurrinya
- Sea Country | Living waters
- Celebration of endemic plants and animals
- Mangrove life
- Ocean blue, blue sky, night sky, big sky
- The power of nature | Red earth, warmth, light, tides, cyclones
- Sea creatures and marine life
- Environmental sustainability and conservation
- Our place in our environment | Health and well-being

## 03

### Hum of Industry

**This theme reflects on how the hum of industry has shaped - and continues to shape - Hedland's identity.**

- Mineral and resources industry
- Pastoral and pearling history
- The Pilbara Strike, 1946
- Looking Out | Vessels leaving shore
- Renewable possibilities
- The intersection of progress and preservation

This thematic context offers a platform from which to think about and understand the rich and layered histories of the Town of Port Hedland. We suggest to those planning and developing public art projects for the Town that they use and access the Town's local libraries, Port Hedland Historical Society, Wangka Maya and online resources.



Brad Eastman and Vans the Omega, Silo Art Serge Vessel, 2018, Port Hedland

Section Two

# Action Plan



## The Action Plan translates vision into action ensuring that public art projects are inclusive, culturally respectful, and strategically aligned with the Town's broader goals.

*Guided by the themes of **Mosaic of Voices**, **Richness of Country**, and **Hum of Industry**, this plan supports the delivery of meaningful public art that reflects Hedland's identity, celebrates its diversity, and activates its public spaces.*

This Action Plan outlines the practical steps, partnerships, and priorities required to implement the Town of Port Hedland's Public Art Masterplan.

### 1. Celebrating community identity, cultural diversity, and storytelling

- **Commission artworks** that reflect the stories of long-term residents, multicultural communities, and youth voices.
- **Establish a Community Storytelling Program** to collect and share local narratives through public art.
- **Develop a Tourists Art Trail Passport** with interactive elements like questions and rewards to engage young people.
- **Create an online presence** for public art in Hedland to enhance engagement, accessibility, and storytelling around artworks in a dynamic and interactive way.
- **Create QR-coded plaques** for existing and new artworks to share artist stories and cultural context via mobile devices.
- **Partner with schools and community groups** for co-created murals or installations that reflect contemporary life and aspirations.

### 2. Honouring Aboriginal knowledge, environmental beauty, and connection to place

- **Establish an Aboriginal Advisory Group** to guide culturally appropriate public art projects.
- **Develop a Public Art Acquisition Policy in consultation with Aboriginal partners**, to ensure procurement processes allow for flexibility while maintaining accountability.
- **Commission artworks** that reflect local flora, fauna, waterways, and environmental cycles.
- **Integrate public art into nature-based spaces** (e.g. mangrove walks, coastal lookouts) to promote environmental awareness.
- **Support temporary installations** that respond to seasonal changes, tides, or natural phenomena.
- **Develop interpretive signage and digital storytelling** to deepen understanding of Kariyarra, Ngarla, and Nyamal connections to Country.

### 3. Exploring Hedland's industrial heritage, labour stories, and future possibilities

- **Commission landmark sculptures** that reflect mining, maritime, and pastoral history.
- **Partner with industry stakeholders** to co-fund public art projects that celebrate local workers and innovation.
- **Develop a rotating projection** or light-based installation in civic or industrial precincts to showcase Hedland's evolving identity.
- **Create a public art trail** that links key industrial sites with interpretive artworks and wayfinding markers.
- **Include public art** in infrastructure upgrades (e.g. transport hubs, entry statements) to reflect Hedland's role as a gateway to the Pilbara.

### 4. Maintenance and Conservation

- **Development of a Public Art Maintenance Plan** outlining inspection schedules, conservation protocols, and responsible teams.
- **Undertake annual condition audits** of all public artworks, with results included in the Public Art Impact Report.
- **Develop and implement a maintenance log system** to track repairs, cleaning, and conservation efforts.
- **Integration of maintenance planning** into commissioning contracts to ensure longevity and artist input on care requirements.

### 5. Tools to Support

- **Review the entertainment exemption** and applicability to visual and public art.
- **Develop a public art commissioning checklist/form** to guide consistent processes and ensure compliance with the Public Art Masterplan objectives.



Wendy Warrie, LandMark Art workshop for Spoilbank Marina, Port Hedland, WA, November 2021. Photograph by FORM Building a State of Creativity



SUGAR, Echidna and Goanna inspired by elder Cyril Munda, 2023, 50th Anniversary Street Art Festival, South Hedland

Section Three

# **Evaluation and Finance**

The Public Art Action Plan 2025–2035 is a strategic roadmap to bring the Town of Port Hedland’s Public Art Masterplan to life. It outlines the practical steps, partnerships, and priorities needed to embed public art across our civic spaces in ways that are culturally respectful, community driven, and creatively ambitious.

To ensure the long-term success and impact of public art in Hedland, this Action Plan places strong emphasis on two critical pillars, **evaluation and finance/funding**.

# 1. Evaluation

## 1. Evaluation: Measuring Impact and Guiding Future Success

Evaluation is a critical component of public art delivery. It ensures that projects are not only completed to a high standard but also deliver meaningful outcomes for the community. By embedding evaluation into each stage of the public art process, from concept to completion and beyond, the Town can:

- Measure community impact, including cultural engagement, social connection, and place activation.
- Assess *artistic quality and relevance*, ensuring artworks reflect the themes of **Mosaic of Voices**, **Richness of Country**, and **Hum of Industry**.
- Inform future planning, by identifying what works well and where improvements can be made.
- Support funding applications, by demonstrating outcomes and value to potential sponsors and grant bodies.
- Ensure accountability, transparency, and alignment with strategic goals.

Evaluation methods may include community feedback surveys, stakeholder interviews, site usage data, and post-project reviews. A consistent evaluation framework will help build a strong legacy of public art in Hedland.

## 2. Evaluation Framework: Measuring Success and Impact

To ensure the Public Art Action Plan delivers meaningful outcomes, a structured evaluation framework will be applied across all stages of public art planning, commissioning, and implementation. This framework will help assess the effectiveness, relevance, and impact of public art projects, and guide continuous improvement.

## 3. Evaluation Objectives

- Measure alignment with the Masterplan's themes: **Mosaic of Voices**, **Richness of Country** and **Hum of Industry**.
- Assess community engagement, cultural impact, and place activation.
- Evaluate artistic quality, safety, accessibility, and inclusivity.
- Monitor project delivery against timelines, budgets, and governance standards.
- Inform future planning, funding applications, and policy development.

## 4. Evaluation Stage

Stage	Focus	Methods
Pre-Project	Community needs, site suitability, theme alignment	Stakeholder consultation, site analysis, artist brief review
During Project	Process quality, engagement, collaboration	Progress reports, artist feedback, community participation tracking
Post-Installation	Impact, reception, functionality	Surveys, usage data, visual audits, stakeholder interviews
Ongoing	Maintenance, relevance, legacy	Annual reviews, condition reports, community feedback

## 5. Key Performance Indicators (KPI's)

- Number of artworks commissioned under each theme.
- Level of community involvement (e.g. workshops, co-creation).
- Visitor engagement (e.g. trail participation, QR code scans).
- Artist diversity (e.g. First Nations, local, emerging).
- Public space activation (e.g. increased foot traffic, reduced vandalism).
- Maintenance compliance and longevity of artworks.

## 6. Reporting and Review

- Annual Public Art Impact Report to Council and community.
- Integration with Town's Strategic Community Plan reporting.
- Use of evaluation data to inform future funding priorities and project selection.

Marnmarkura, Mrs L Alone,  
2024, Spoilbank Marina



# 2. Finance and Funding

## 1. Enabling Sustainable and Strategic Investment

A clear understanding of available funding sources, eligibility criteria, and application timelines will enable proactive planning and ensure that public art projects are well-resourced and strategically aligned.

The delivery of high-quality public art relies on sustainable investment. This Action Plan identifies key funding avenues, including developer contributions through the Local Planning Policy 04 – Percent for Public Art (LPP/04), and Town budget allocations. By aligning funding with strategic priorities and leveraging partnerships, we can ensure that public art continues to thrive and evolve across Hedland.

Together, evaluation and funding provide the foundation for a resilient, responsive, and inspiring public art program, one that honours our stories, celebrates our diversity, and activates our shared spaces for generations to come.

## 2. Finance and Budget: Enabling Sustainable Public Art Delivery

This Action Plan outlines the funding mechanisms, budget considerations, and investment priorities that will support the commissioning, maintenance, and evolution of public art across the Town of Port Hedland.

Key funding sources include:

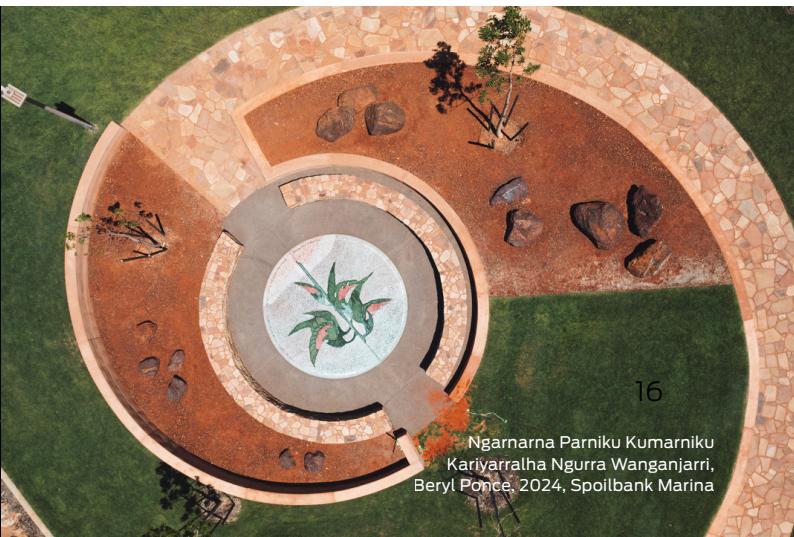
- Percent for Public Art contributions from developers (as per Local Planning Policy 04).
- Cash-in-lieu payments into the Town's Public Art Reserve.
- State and federal government grants for arts, culture, and placemaking.
- Corporate sponsorships from industry and local businesses.
- Town budget allocations linked to infrastructure, community development, and cultural programming.

### 3. Funding Streams: Long Term Planning

Funding Stream	2024/25	2025/26	2026/27	2027/28	2028/29
Public Art Reserve	\$463,125	\$313,125 *			
Capital Projects		\$50,000 (Plaques)			

\*\$150,000 allocated towards the First Lights Drone Show

Maintenance and Repairs	\$57,480 (Requires budget)				
Administration and Management	Requires separation from Events budget				





## 4. Contribution Framework: Shared Investment in Hedland's Cultural Future

Public art in Port Hedland is a shared responsibility and a shared opportunity. This Action Plan includes a detailed contribution framework that outlines how both private developers and the Town of Port Hedland have invested in the delivery of public art.

This shared investment model strengthens Hedland's identity, supports local creatives, and ensures public art continues to enrich our public spaces, reflect our stories, and inspire our community.

Developer	Grant	2022/23	2023/24	2024/25	2025/26
Town of Port Hedland	Waste Storage Facility Community Contributions	\$130,000			
	Depot Masterplan Community Contributions	\$11,624.80			
	Capital Projects				\$50,000 (Plaques)
Alinta Energy	Developer Contribution		\$150,000		
Tyrecycle	Planning Approval Regional JDAP 2023/012 Condition 3 Planning Policy		\$50,000		
Construct Perth	Community Contributions	\$35,000			
MGM Lodge Pty Ltd	Developer Contribution			\$86,500	

*\*Values current as of Q2 2025/26. Reviewed annually.*

Section Four

# Key Strategies, Plans and Policies

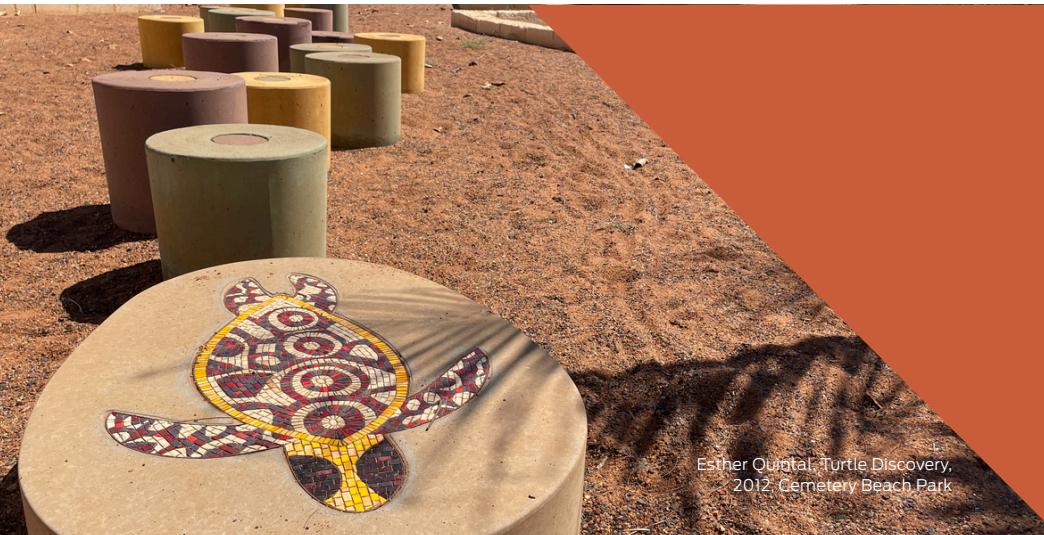
# Strategic Context

This Public Art Masterplan does not sit in isolation. It has been developed in thoughtful consideration of the following Town-wide strategies and plans to ensure it aligns with, and builds on, past and existing visioning, goals, and aspirations:

- Council Plan (2025-35)
- Community Development Plan (2022-25)
- Arts and Culture Plan (2023-2027)
- South Hedland Place Plan (2021)
- Public Art for Selected Projects (2021)
- Public Art Strategy (2020)
- Port Hedland Marina and Waterfront Place Plan (2019)

In addition, this Masterplan supports and provides a framework for the following:

- Local Planning Policy 04 – Percent for Public Art (2021)
- Percent for Art Guidelines (revised May 2021)
- Spoilbank Marina Public Art (Pilbara Ports, 2021)
- Creative WA: A 10 Year Vision
- Town of Port Hedland Wayfinding Style Guide



Esther Quintal, Turtle Discovery, 2012, Cemetery Beach Park



Youth Photography Paste Up Exhibition, Facilitated by Camera Story, 2025, South Hedland Town Square

## Planning for the FUTURE

The Community Services Strategic Plan 2025-2035 is being developed in alignment with the Town of Port Hedland's broader strategic documents, including the Strategic Community Plan, Corporate Business Plan, and the Public Art Masterplan. It reflects the Town's commitment to building a resilient, inclusive, and culturally vibrant community through coordinated service delivery across all community-facing portfolios.

Community Services encompassing Community Development, Youth and Children's Services, Recreation and Leisure, Libraries, Events, Arts and Culture, and Community Safety play a vital role in shaping the social fabric of Hedland. These services are interconnected and collectively contribute to wellbeing, identity, and civic pride.

The inclusion of Arts and Culture within this strategic framework recognises its power to:

- Strengthen community connections and cultural expression.
- Celebrate diversity and heritage, particularly Aboriginal stories and knowledge.
- Activate public spaces and enhance safety through creative placemaking.
- Support local creatives and foster economic development.
- Promote inclusion, accessibility, and lifelong learning.

The Community Services Strategic Plan acknowledges the importance of embedding cultural planning into community services, ensuring that arts and culture are not siloed but integrated into health, education, youth engagement, infrastructure, and social inclusion strategies.

By aligning with existing plans - such as the Public Art Masterplan and Arts and Culture Plan - the Community Services Strategic Plan ensures that investment, programming, and partnerships are strategically coordinated to deliver maximum impact for the Hedland community.

Frederick Beel, Three Palms,  
2009, Port Hedland



Section Five

# Opportunity Mapping

# 1. JD Hardie Stage 3

## Location Overview

The JD Hardie Youth and Community Hub is the Town's primary youth and community facility, catering for children and young people up to 19 years. More than 300 youth are involved with programs at the facility each week, many of them from Indigenous backgrounds. More than 750 families are also involved in activities for children each week, while others utilise the outdoor facilities.

Stage 3 of the project will involve redeveloping the vacant block next to the outdoor basketball courts into the JD Adventure Park. BMX pump track, skills track parkour course for 12-17 year-olds, turfed area for passive recreation, bike racks, repair station and shade structures are all part of the initial concept designs for the Adventure Park.

## Relevant Community Feedback

- **Involve Youth in Public Art Creation:** Engage local youth in co-designing and creating public art, especially in areas like the playground, skate parks, and recreational facilities.
- **More Murals and Colour:** Install murals that transform blank spaces into vibrant canvases telling local stories that resonate with the community.
- **Functional and Interactive Art:** Incorporate functional art forms, such as architectural elements, shade canopies, and play areas, to enhance public spaces while ensuring the art is playful and interactive, especially for younger audiences.
- **Integration with Infrastructure Projects:** Ensure public art is integrated into both new and existing infrastructure projects, like sports facilities, parks, and public buildings, to create a cohesive and enriched public space.

## Objectives

- **Youth Engagement and Empowerment:** Empower local youth by involving them in the co-design and creation of public art, ensuring the space reflects their voices and creativity.
- **Cultural Celebration:** Honour the cultural heritage of the Kariyarr people and other local Indigenous communities through art that resonates with the broader Hedland community.
- **Enhanced Public Space:** Create a vibrant, welcoming, and visually engaging environment that encourages play, exploration, and social interaction.
- **Community Cohesion:** Strengthen community ties by creating spaces that invite gathering, interaction, and shared experiences among diverse groups.

## Public Art Locations / Typologies

- **Concrete Screen Wall / Mural:** Large-scale murals that transform blank surfaces into vibrant canvases reflecting local stories and youth culture.
- **Concrete Bench Seating / Mural:** Custom-designed seating that incorporates murals or other artistic treatments, blending functionality with visual appeal.
- **Concrete Pathway / Sandblasted Graphic Treatment:** Pathways enhanced with sandblasted graphics, creating visual interest and guiding visitors through the playground.
- **Parkour Softfall / Custom Design and Colour Selection:** Parkour elements with artist-led design and colour schemes that reflect the energy and creativity of local youth.
- **Breakout Shelters / Integrated Graphic Treatment:** Shelters that feature integrated artwork, providing shaded areas for rest and social interaction while adding to the visual identity of the playground.
- **Bike Racks / Artist-Led Custom Design:** Artistically designed bike racks that serve both functional and aesthetic purposes, making them standout features in the playground.

## Public Art Themes

The following broad themes are suitable for further exploration by artists, through the lens of youth and further guided by the co-design workshop process:

- Mosaic of Voices
- Richness of Country
- The History and Heritage of the Aboriginal People
- Diverse Cultures and the Melting Pot of Our Town
- Contemporary Life and Future Aspirations of the Community

## Procurement Approach

An EOI call out to Local and Regional Artists suitably qualified to design and deliver the public art outcomes as one package, involving local youth through a Co-Design Workshops.

## JD HARDIE STAGE 3 / PUBLIC ART MAPPING



# 2. South Hedland Integrated Sports Hub

## Location Overview

The South Hedland Integrated Sports Hub (SHISH) is a \$200 million staged project that will deliver much-needed sport and recreation facilities, including an aquatic centre and expanded gymnasium.

Wanangkura Stadium, in the heart of the South Hedland sporting precinct, opened in 2012. Since that time, public consultation has identified that functionality is poor and the stadium's facilities are at capacity, limiting future growth. In addition, Hedland's aquatic facilities are nearing end of life and are in urgent need of replacement.

The Town is committed to increasing the capacity for participation in sport by providing fully accessible facilities. Having open-space facilities that are connected and increasing spectator capacity are also expected to foster growth in sporting activity for Hedland.

The SHISH redevelopment includes:

- relocation of Kevin Scott Oval
- multi-use pavilion
- multi-use sports field
- diamond sports fields
- a new diamond sports field
- refurbishment of Wanangkura Stadium
- a new aquatic centre including indoor pool and outdoor facilities
- new carparking
- new indoor sports hall; and
- new covered outdoor courts.

## Community and social benefits

- Nurturing growth of local sports and recreation
- Opportunities for smaller sports groups to grow
- Centralisation of sporting facilities and spaces
- Bigger spaces to allow for more community members to utilise the facilities
- Improved facilities allow for better access to programs and events
- Extensions and new additions will improve accessibility to all community members
- Better quality of life with high-quality community facilities.

## Relevant Community Feedback

- **Create Iconic Landmarks:** Sculptures and other major installations can serve as points of pride, becoming landmarks that enhance the town's identity. These landmarks should also celebrate local sporting heroes and teams, honouring their achievements and inspiring future generations.
- **Strategic Placement of Art:** Public art should be placed in accessible and visible locations, especially near important landmarks, entry points, and key sporting facilities, to ensure it resonates with both the local community and visitors, aiding in wayfinding and celebrating the town's rich sporting culture.
- **Integrate with Infrastructure:** Integrate art with new and existing infrastructure projects, such as sports facilities, parks, and public buildings. Use functional art forms like architectural elements, shade canopies, and play areas to enrich public spaces, incorporating elements that celebrate the town's sporting achievements and community spirit.
- **Celebrate Cultural Diversity:** Public art should reflect the diverse cultures within the community, honouring the town's status as a melting pot. It should connect people through shared stories and experiences, including the role that sports play in uniting different cultural groups within the community.
- **Showcase Indigenous Art and Stories:** It is essential that art installations are created by and reflect the stories of the Indigenous community, fostering a strong connection to local culture and heritage. This could include recognising the contributions of Indigenous athletes and sporting traditions.

## Public Art Approach

The public art approach for the South Hedland Integrated Sports Hub (SHISH) will focus on enhancing the community's connection to sports and wellness while celebrating the area's cultural diversity. Artworks will integrate with the existing and new infrastructure of the sports hub, creating a cohesive visual identity that promotes inclusivity, interaction, and pride in place.

Functional and interactive art forms will be prioritised, ensuring that artworks serve both aesthetic and practical purposes, while also reflecting the narratives of the local Kariyarra people and the wider Hedland community. The public art will enrich public spaces and offer residents and visitors a meaningful engagement with the site.

## Precinct Objectives

- **Celebrate Local Identity:** Honour and celebrate the Kariyarra people's cultural heritage alongside Hedland's diverse contemporary community.
- **Foster Wellness and Connection:** Encourage social cohesion and connection to place through art that integrates with recreational activities, promoting health and well-being.
- **Enhance the Public Realm:** Create engaging, safe, and visually stimulating environments that welcome people to participate in the area's sports, recreation, and cultural activities.
- **Boost Tourism and Local Engagement:** Increase tourism by positioning SHISH as a dynamic hub of community interaction through culturally resonant and visually impactful public art.

## Public Art Locations and Typologies

**Entry Points:** Iconic sculptures or integrated artistic elements at key entryways, including highly visible entry points from the road and roundabouts. These landmarks will welcome visitors and create a strong visual identity for the precinct, encouraging walkability and exploration across SHISH and reinforcing connections throughout the area.

**Sports Infrastructure:** Functional art integrated into both new and existing sports facilities, including seating, shade structures, or ground plane treatments. These elements will blend utility with aesthetic value while celebrating the community's connection to sports and outdoor activities. Specific attention will be given to the new buildings and upgrades to existing facilities, ensuring a cohesive and vibrant aesthetic.

**Play-Based Art:** Interactive art that engages users, particularly youth, through murals, sculptural elements, and play features within the skate park, outdoor fitness areas, and playgrounds. These installations will not only entertain but also foster creativity and a sense of ownership among young visitors.

**Connecting Spine:** Integrated art along the pathways that connect different areas of SHISH, enhancing wayfinding and ensuring a cohesive design throughout the precinct. These pathways will be visually linked by art that draws people through the site, encouraging exploration and interaction with the various facilities and spaces.

**Light-Based Art:** Lighting installations strategically placed to enhance the precinct's nighttime appeal, adding vibrancy, safety, and a sense of energy to the area. These installations will be particularly effective in high-traffic zones, entry points, and along key pathways, ensuring the space remains active and inviting after dark.

**Architectural Integration:** Incorporate public art directly into the architectural fabric of new and upgraded buildings within SHISH, including the revamp of the Wanangkura Stadium. This could involve large-scale murals, perforated metal facades, or other integrated art forms that transform the buildings into canvases that reflect the local culture and sporting spirit. These artworks will reinforce the visual identity of SHISH and enhance the aesthetic and functional value of the precinct's infrastructure.

## Public Art Themes

- **Mosaic of Voices:** Reflect the diverse cultural identities in Hedland, celebrating the stories of the Kariyarra people, other local Aboriginal communities, and the multi-cultural residents of the town. This theme can be extended to include the role of sports and outdoor activities in bringing together these diverse groups, highlighting how sporting events and community recreation foster unity, pride, and shared experiences.
- **Richness of Country:** Embrace the natural environment, focusing on the land, sea, and sky of the region, and celebrating endemic flora and fauna. This theme can also explore how the community engages with the natural landscape through sports and outdoor activities, such as running, cycling, and water sports, emphasising environmental sustainability and the health benefits of outdoor recreation.
- **Hum of Industry:** Acknowledge the importance of Hedland's industrial past and present, balancing progress and preservation in the context of the sports hub's active and energetic environment. Incorporate elements that reflect the physical and mental resilience developed through sports, paralleling the hard work and endurance seen in the industrial sector. This theme can tie in the energy and momentum of both industry and sports, showing how they collectively shape the identity and spirit of the community.



## Artist Procurement Approach

The procurement process will involve a two-stage Expression of Interest (EOI) aimed at both local and regional artists with an emphasis on those experienced in community co-design processes.

Artists will be encouraged to engage with the local community through workshops, especially involving youth and Aboriginal artists, to create works that resonate with SHISH's users and its broader context. The selection process will focus on artists who can deliver impactful, durable, and functional public art outcomes.

## INTEGRATED SPORTS + ARTS PRECINCT / PUBLIC ART MAPPING



# 3. Performing Arts Centre

## Location Overview

The Performing Arts Centre precinct will seek to strengthen and build Hedland's cultural capacity with features to include a world-class theatre, bigger cinema and additional spaces for workshops, offices, and meeting rooms.

The plans also encompass an adjacent outdoor amphitheatre with outdoor stage and separate playground area.

This visionary project will position Hedland to attract live shows and performances that would normally only perform in metropolitan settings.

Community and social benefits:

- Dedicated arts and culture facility to attract new live shows and performances.
- Opportunity for tertiary education and training opportunities for people in Hedland.
- Economic diversification through new industry job creation.
- Increased community and social wellbeing by improving arts and culture offerings.
- Continued support for Hedland's arts and culture community which is recognised throughout Australia.

## Relevant Community Feedback

- **Create Iconic Landmarks:** Sculptures and other major installations can serve as points of pride, becoming landmarks that enhance the town's identity and attract visitors while creating a sense of local pride.
- **Strategic Placement of Art:** Public art should be placed in accessible and visible locations, especially near important landmarks, to ensure it resonates with both the local community and visitors, highlighting key historical and cultural points.
- **Integrate with Infrastructure:** Integrate art with new and existing infrastructure projects, such as sports facilities, parks, and public buildings, and use functional art forms like architectural elements, shade canopies, and play areas to enrich public spaces.
- **Celebrate Cultural Diversity:** Public art should reflect the diverse cultures within the community, honouring the town's status as a melting pot and connecting people through shared stories and experiences.
- **Showcase Indigenous Art and Stories:** It is essential that art installations are created by and reflect the stories of the Indigenous community, fostering a strong connection to local culture and heritage.
- **Forward-Looking and Aspirational Art:** The public art should not only highlight historical significance but also showcase the community's future aspirations, inspiring hope, and progress.

## Public Art Approach

The public art approach for the Performing Arts Centre will focus on reflecting the diversity, creativity, and cultural richness of the Port Hedland community. As a key cultural hub for the town, the Centre will host art that celebrates both the ancient traditions of the Kariyarr people and the contemporary multicultural community. Public art will play a critical role in creating a sense of place and identity for the Centre, enhancing the visitor experience and contributing to the facility's role as a destination for both locals and visitors. Iconic sculptures, integrated architectural artworks, and interpretive pieces will connect the Centre with Port Hedland's broader cultural narrative.

## Objectives

- **Create a Cultural Destination:** Establish the Performing Arts Centre as a cultural landmark that attracts visitors and promotes social engagement through dynamic and accessible public art.
- **Celebrate Cultural Diversity:** Honour the stories and histories of the Kariyarr people and the town's broader multicultural community.
- **Promote Social Connections:** Encourage social cohesion by creating welcoming public spaces where people can gather, interact, and connect through art.
- **Foster Pride and Identity:** Use public art to instill a sense of pride and ownership in the local community, ensuring residents see themselves reflected in the cultural fabric of the Performing Arts Centre.

## Public Art Locations and Typologies

- **Create a Cultural Destination:** Establish the Performing Arts Centre as a cultural landmark that attracts visitors and promotes social engagement through dynamic and accessible public art.
- **Celebrate Cultural Diversity:** Honour the stories and histories of the Kariyarr people and the town's broader multicultural community.
- **Promote Social Connections:** Encourage social cohesion by creating welcoming public spaces where people can gather, interact, and connect through art.
- **Foster Pride and Identity:** Use public art to instill a sense of pride and ownership in the local community, ensuring residents see themselves reflected in the cultural fabric of the Centre.

## Public Art Theme

- **Mosaic of Voices:** Celebrate the diverse voices and stories that define Port Hedland, with a particular focus on the performing arts. Public art should embody the spirit of performance, storytelling, and celebration—honouring the Kariyarra people's oral traditions and connecting them to contemporary expressions of dance, theatre, and music. Artworks can explore the ways in which different cultural groups in the community celebrate, perform, and express their identity through creative arts.
- **Richness of Country:** Reflect the natural beauty of the Pilbara region, incorporating the land and sea as a backdrop to creative performance. Public art can celebrate the vibrant life cycles of the environment, with interactive elements that echo the rhythms of nature. Art installations could be dynamic and responsive, reflecting the energy of natural phenomena and mirroring the energy of live performance, creating spaces that invite gathering, movement, and celebration of the region's rich landscapes.
- **Celebration of Life and Aspirations:** Showcase the town's forward-looking energy by creating art that embodies joy, festivity, and the collective spirit of Port Hedland. This theme can include celebratory forms of public art—temporary installations, light-based art, and performance-focused spaces that encourage people to gather, celebrate, and perform. This theme could also focus on the contemporary aspirations of the community, reflecting its creativity, vibrancy, and the ongoing evolution of Port Hedland as a cultural hub.

## Procurement Approach

The artist procurement process will involve a two-stage Expression of Interest (EOI) aimed at local, regional, and nationally recognised artists, with a particular focus on those experienced in creating integrated and large-scale public artworks.

Collaboration with the Spinifex Hill Art Centre and other local artists will be a key component of this approach. These partnerships will allow for the curation of a range of artworks—including paintings, prints, and photography—which can be licensed and seamlessly integrated into the building's fabric. This ensures that the artistic contributions of the local community are embedded into the architectural and interior design, enriching the Centre with authentic, place-specific art.

The selection will prioritise artists who demonstrate the ability to collaborate with the local community, ensuring that the artworks resonate with residents and visitors alike while honouring the cultural heritage and contemporary creativity of Port Hedland.

# 4. South Hedland Town Centre

## Location Overview

Located about 18 kilometres southeast of Port Hedland, South Hedland Town Centre is a key hub for the local community offering a wide range of amenities and services.

South Hedland has a diverse and dynamic community comprised of its Aboriginal community and workers associated with the mining and resources industries, alongside a growing community of families, attracted by the town's amenities, services, and educational opportunities.

In addition to a range of retail outlets, the Town Centre houses civic amenities, including the South Hedland Library, a community centre, and government offices that provide various public services. Recreational facilities, such as parks, playgrounds, and a nearby aquatic centre, offer spaces for relaxation and community activities. There are also primary and secondary schools, ensuring access to education within close proximity.

Collectively, these amenities support the daily lives of South Hedland's residents, contributing to the town's role as a regional centre and critically, creating an environment that builds a strong sense of community.

## Relevant Community Feedback

- **Celebrate Cultural Diversity and Indigenous Heritage:** Public art should reflect the rich cultural diversity of South Hedland, honouring the history and heritage of the Kariyarra people and ensuring Indigenous stories are represented.
- **Strategic Placement of Art:** Public art should be placed in accessible and visible locations, especially near important landmarks and entry points, to ensure it resonates with both the local community and visitors, aiding in wayfinding
- **Incorporate Murals:** Large-scale murals can transform blank walls into vibrant canvases that tell local stories, celebrating the region's natural beauty, wildlife, and history.
- **Embrace Light-Based and Digital Art:** Modern installations, such as light-based displays and digital projections, can bring public spaces to life, offering dynamic and engaging experiences, particularly in the evenings to support feelings of safety.
- **Integrate with Infrastructure:** Art should be integrated into both new and existing infrastructure projects, enriching public spaces through functional art forms like shade canopies, seating, and wayfinding elements placed in key locations across the town.

## Public Art Approach

The South Hedland Town Centre will embrace public art that enhances the vibrancy of the area, encourages social interaction, and fosters a deeper connection with the community's rich cultural diversity and heritage. Public art will be integrated into key infrastructure projects, ensuring a seamless blend between artistic expression and functional design. The approach will honour the Kariyarra people, reflecting their history while celebrating the contemporary, multicultural fabric of South Hedland. The aim is to create a visually dynamic town centre that serves both locals and visitors, while promoting a sense of pride and ownership within the community.

## Precinct Objectives

**Celebrate Cultural Identity:** Honour and represent the Kariyarra people and the broader cultural diversity of the town.

**Enhance the Public Realm:** Ensure public art contributes to creating a vibrant, engaging, and welcoming town centre.

**Promote Safety and Well-Being:** Incorporate art that fosters safe, comfortable, and visually stimulating environments for all ages, particularly at night.

**Support Economic Growth:** Attract tourism and boost the local economy through culturally significant and visually striking public art.

**Encourage Local Creativity:** Provide opportunities for local artists, with a focus on engagement, mentorship, and co-design with the community.

## Public Art Locations and Typologies

**Gateway Art/Entry Statements:** Large-scale, iconic sculptures at key entry points, welcoming visitors and creating distinct landmarks.

**Mural Program:** Large murals to transform blank walls, celebrating local stories, wildlife, and the history of the region.

**Yarning Circle:** A functional art installation in the form of a yarning circle, providing a space for gathering and dialogue.

**Light-Based Installations:** Dynamic light displays in key locations, enhancing safety and creating vibrant night-time experiences.

**Functional Art:** Integration of art into infrastructure such as seating, shade structures, and wayfinding elements to ensure usability and aesthetic appeal.

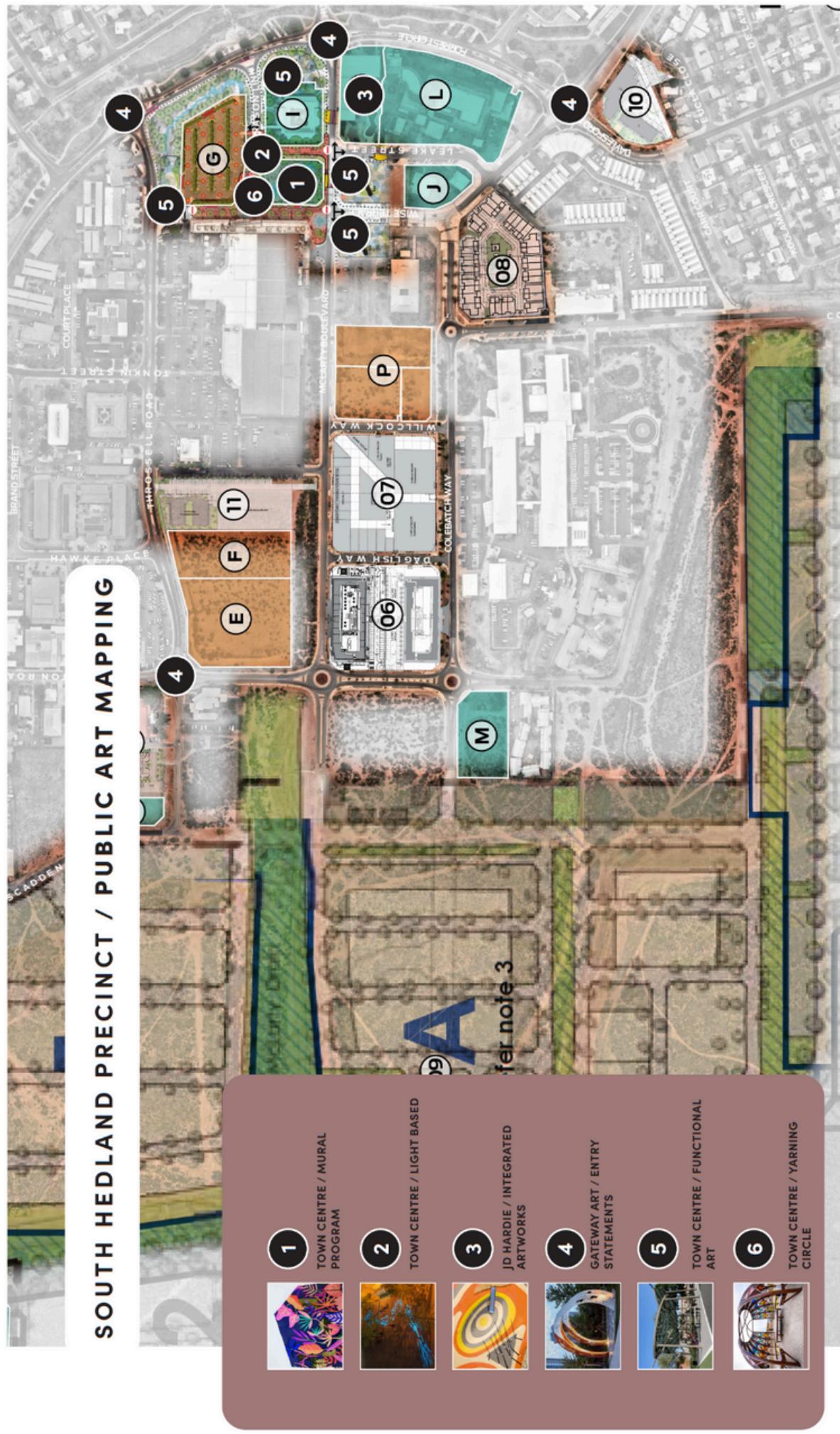
## Public Art Themes

- **Mosaic of Voices:** Celebrate the diverse voices of Port Hedland's youth, capturing their energy, creativity, and aspirations. This theme will highlight how young people from different backgrounds come together in this active space, creating a vibrant tapestry of stories, cultures, and shared experiences.
- **Richness of Country:** Reflect the dynamic interaction between youth and the natural environment. This theme will explore how the Adventure Playground is a space where the land, sea, and sky inspire movement and play, connecting young people to the natural world in an active and engaging way.
- **Hum of Industry:** Echo the industrious spirit of Port Hedland within the context of youth activity and play. This theme will draw parallels between the energy of the town's industrial heritage and the vibrant, industrious play of its young people, showing how both shape the community's future.

## Artist Procurement Approach

An Expression of Interest (EOI) process will be used to attract both local and regional artists.

The focus will be on engaging artists with experience in co-designing with the community, particularly involving youth, Aboriginal artists, and culturally diverse practitioners. Artists will be encouraged to explore innovative materials and methods, ensuring the public art is both impactful and enduring.



# 5. Portside, Coastal and Pretty Pool

## Location Overview

Port Hedland's West End, Coastal, and Pretty Pool areas offer a unique blend of historical, natural, and recreational attractions, making them key destinations for both the community and visitors.

The West End, located near the port, is characterised by its historic buildings, art galleries, public art, and cultural landmarks, reflecting the town's rich maritime and industrial heritage, and engaged creative communities. This area is also a hub for local events and festivals.

The Coastal area extends along the Indian Ocean, providing stunning views and access to pristine beaches. This stretch is popular for outdoor activities such as fishing, boating, and coastal walks, which will be further enhanced on the completion of the Spoilbank Marina redevelopment. The coastal beaches also provide an important breeding sanctuary for the flatback turtle – and endangered species and native to this place – from October through to March. Pretty Pool, located at the eastern edge of Port Hedland, is a picturesque tidal inlet known for its tranquil environment and scenic beauty. It is a favourite spot for swimming, picnicking, and birdwatching, attracting families and nature enthusiasts alike.

Together, these areas combine to offer a mix of cultural, recreational, and natural experiences, enhancing Port Hedland's appeal as a place to live, work, and visit.

## Relevant Community Feedback

- **Create Coastal Landmarks:** Large iconic sculptures along Pretty Pool, Sutherland Street, and West End can serve as tourist attractions, framing the coastal views and celebrating the region's maritime history.
- **Highlight History and Heritage:** Artworks should commemorate Port Hedland's mining and maritime history, as well as the Kariyarra people's cultural heritage, located near landmarks like Marapikurrinya Park and West End to draw visitors.
- **Interactive and Light-Based Installations:** Dynamic, light-based installations along the foreshore and walkways will enhance night-time experiences, creating vibrant tourist attractions by the coast.
- **Integrate Art with Infrastructure:** Functional art integrated with seating, pathways, and shade structures in coastal areas like Pretty Pool will serve practical needs while enhancing the tourist experience.
- **Murals and Art Trails:** Colourful murals and art trails along the coast and main streets, featuring local stories and cultural diversity, will engage tourists and locals alike, making exploration more immersive and informative.

## Public Art Approach

The public art approach for the Portside, Pretty Pool, and Coastal areas will celebrate the rich cultural and natural heritage of the region, integrating the stories of the Kariyarr people, local history, and contemporary life. Public art in these areas will enhance both the natural beauty of the coastal environment and the urban fabric of Portside, connecting these precincts through art that resonates with the diverse community and its visitors. Large-scale iconic works and interactive installations will be prioritised, with an emphasis on place-specific art that respects both Indigenous knowledge and contemporary narratives.

## Precinct Objectives

**Portside:** Create iconic entry statements and urban sculptures that reflect Port Hedland's industrial and maritime history, connecting to the broader public realm through interactive and functional art. The focus will be on revitalising public spaces to encourage pedestrian activity, tourism, and community engagement.

**Pretty Pool:** Celebrate the coastal beauty with sculptures, land art, and environmentally integrated pieces that reflect the natural ecosystems, such as mangroves and marine life, while enhancing public accessibility and interaction with the environment.

**Coastal Area:** Establish coastal landmarks that highlight the area's cultural heritage and maritime history, using light-based and interactive installations to enhance the visitor experience both day and night.

## Public Art Locations and Typologies

### PORTSIDE

- **Entry Points:** Iconic sculptures marking key entryways into the town centre.
- **Urban Spaces:** Functional and integrated art along pedestrian routes, including murals, light-based art, and seating sculptures.
- **Marapikurrinya Park:** Interpretive art that tells the story of the Kariyarr people and the maritime history of Port Hedland.

### PRETTY POOL

- **Foreshore Walkways:** Large-scale sculptures reflecting marine and mangrove ecosystems, serving as both wayfinding and tourist attractions.
- **Playgrounds and Parks:** Play-based sculptures and interactive elements that engage children and families with the natural environment.
- **Coastal Trail:** Integrated art elements that highlight local flora, fauna, and indigenous stories

### COASTAL AREA

- **Sutherland Street and Beachfronts:** Sculptures and light-based installations along the coastal road to enhance the evening experience and create visual connections between key landmarks.
- **Coastal Lookouts:** Installations at lookouts to frame views and encourage exploration of the area's natural beauty and cultural significance.

## Public Art Themes

**Mosaic of Voices:** Celebrate the cultural diversity of the Port Hedland community, including the stories of Kariyarra, Ngarla, and Nyamal people, as well as the town's multicultural residents.

**Richness of Country:** Reflect the natural beauty of the region, emphasising the land-sea connection, local flora and fauna, and the area's significant environmental and conservation values.

**Hum of Industry:** Acknowledge the industrial history of Port Hedland, from mining to maritime activities, and explore the intersection between progress, community well-being, and sustainability.

## Artist Procurement Approach

Artists will be selected through a two-stage Expression of Interest (EOI) process, focusing on artists with a connection to the region or experience in community co-design.

Emphasis will be placed on collaborative works, particularly with Aboriginal artists, ensuring the works are culturally safe and resonate with both locals and visitors. Community engagement workshops will be a requirement, involving youth and local Aboriginal artists in the creative process. Public art projects will aim to involve artists with experience in large-scale sculptures, environmental art, and interactive installations.

## PORT SIDE / PUBLIC ART MAPPING



## PRETTY POOL / PUBLIC ART MAPPING



# 6. Wedgefield, Great Northern Highway and Airport

## Location Overview

Wedgefield, strategically located between the towns of Port Hedland and South Hedland, is the Town's primary industrial precinct, housing numerous businesses and services related to mining, transport, and logistics. This area is crucial for supporting the region's resource sector and not only provides employment opportunities for the community but is also home to a small residential population.

The Great Northern Highway, with its northern and southern entry points to Port Hedland, acts as a key transportation artery, linking the Town to the broader Pilbara region and beyond. These entry points are important for the movement of people and goods, reinforcing Port Hedland's role as a gateway to the north-west of Australia.

The Town's airport is a major regional airport that connects to domestic destinations as well as serving the offshore oil and gas industry and the region's Royal Flying Doctors Service Superbase. It facilitates travel for business, tourism, and residents, making it an essential part of the town's infrastructure.

Together, these areas support Port Hedland's economic vitality and ensure seamless connectivity for both residents and visitors.

## Relevant Community Feedback

- **Mural Program to Bring Colour:** Launch a large-scale mural program to transform blank industrial walls into vibrant canvases that reflect Wedgefield's industrial spirit, adding colour and life to the area.
- **Art Integrated with Architecture:** Integrate art into the architectural design of industrial buildings and infrastructure, enhancing the built environment and elevating the overall experience of Wedgefield's industrial precinct.
- **Iconic Landmarks:** Create large, visually striking sculptures or installations that announce your arrival into both Port Hedland and the Wedgefield precinct, serving as iconic landmarks and boosting the area's identity for residents, visitors, and workers.

## Public Art Approach

The public art approach for the Wedgefield, Great Northern Highway (north and south), and Airport precincts will focus on integrating public art into the industrial and transport fabric of these areas. Artworks will transform industrial landscapes, roadways, and airport infrastructure into visually engaging and culturally significant spaces. Large murals, integrated architectural elements, and landmark sculptures will be used to enhance the identity of these precincts, celebrating both the industrial heritage and the diverse cultures that define Port Hedland. The approach will prioritise bold, visible artworks that serve as visual markers for residents, workers, and visitors arriving by road or air.

## Precinct Objectives

### **Wedgefield:**

- Revitalise the industrial area through a large-scale mural program and sculptures, creating a vibrant and visually appealing precinct.
- Integrate public art into new buildings and infrastructure projects, enhancing the architectural environment and providing focal points for the community and workers.

### **Great Northern Highway (north and south):**

- Use large iconic sculptures and artistic installations to mark key entry points along the highway, offering a visually engaging journey for those travelling to and from Port Hedland.
- Integrate wayfinding sculptures to help guide visitors and residents, enhancing the navigational experience while contributing to the area's identity.

### **Airport:**

- Create welcoming and memorable public art installations that enhance the airport's arrival and departure experience, with sculptures and integrated light-based artworks that reflect the town's rich cultural and industrial heritage.

## Public Art Locations and Typologies

### **WEDGEFIELD**

- **Entry Statement/Wayfinding Sculpture:** Large-scale sculptures at key entry points to the industrial area, serving as markers for those entering the precinct (Wedgefield).
- **Mural Program:** A series of murals on blank industrial walls, celebrating the local workforce, industrial heritage, and diverse cultures within the precinct (Wedgefield).
- **New Buildings:** Integrated art within new building facades, blending architecture with artistic expression through metalwork, murals, or perforated designs (Wedgefield).

### **GREAT NORTHERN HIGHWAY (north and south)**

- **Iconic Sculptures:** Strategically placed at key points along the highway, serving as landmarks that reflect the industrial, cultural, and environmental significance of the region.
- **Wayfinding Art:** Sculptural installations that guide drivers along the highway, incorporating visual elements that relate to the history and landscape of Port Hedland.

## AIRPORT

- **Entry/Exit Sculptures:** Large, welcoming sculptures positioned at the main entrance and exit of the airport, creating a strong first and last impression for travellers.
- **Light-Based Art:** Illuminated installations that come to life at night, enhancing the visual experience and adding safety and vibrancy to the airport precinct.

## Public Art Themes

**Hum of Industry:** Celebrate the industrial spirit of Wedgefield and the transport routes along the Great Northern Highway, reflecting the mining, logistics, and trade activities that define Port Hedland. Themes can include the history of the mining industry, the intersection of industry and environment, and the stories of the people who work in these sectors.

**Mosaic of Voices:** Highlight the cultural diversity of the area, from the Kariyarr people to the multicultural workforce that supports Port Hedland's industries. Artworks can tell the stories of these communities and their contributions to the town.

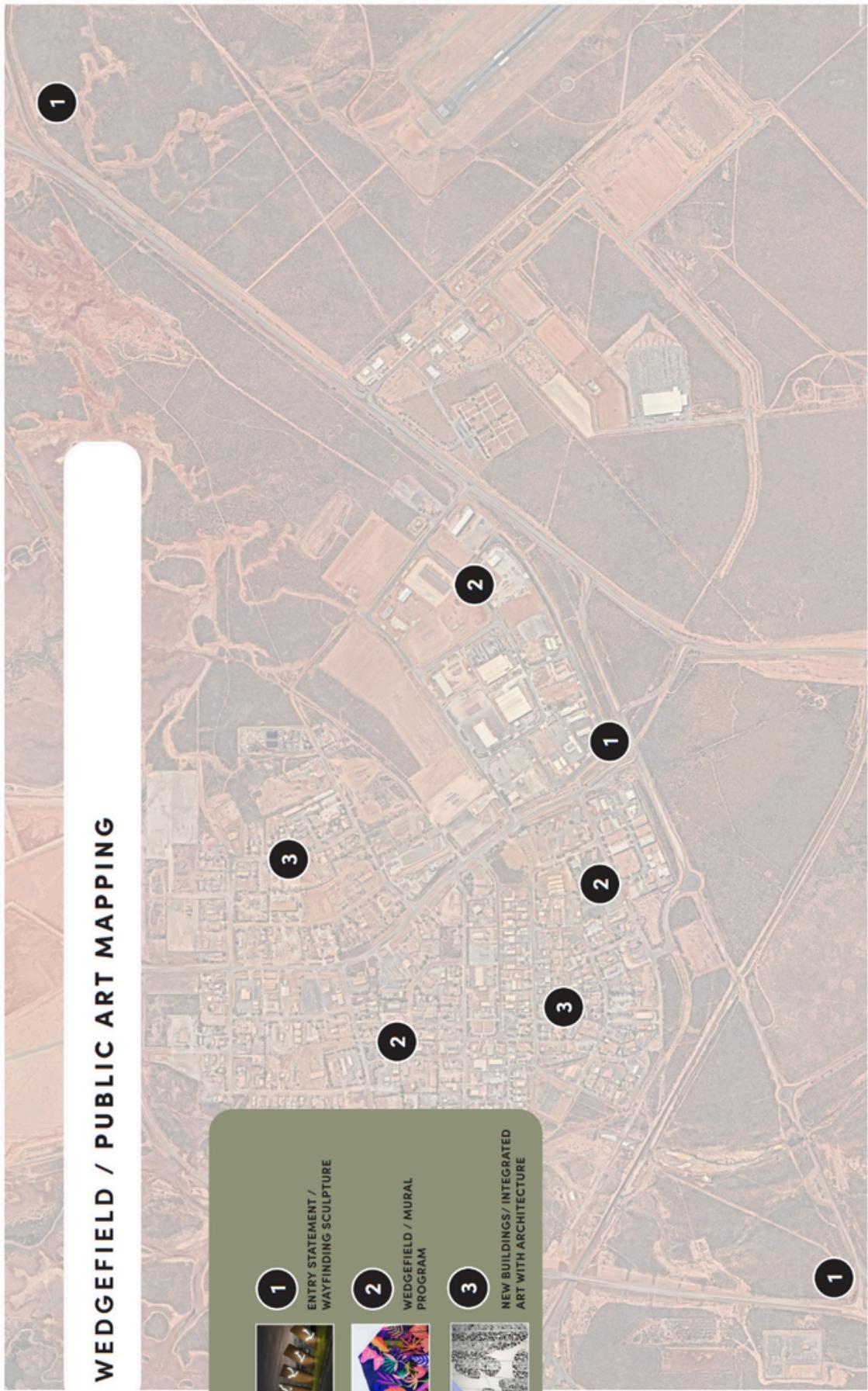
**Richness of Country:** Reflect the natural landscapes surrounding the industrial and transport zones, from the vast plains to the coastline, connecting the industrial with the environmental through public art.

## Artist Procurement Approach

The procurement of artists for these precincts will be through a multi-stage Expression of Interest (EOI) process, prioritising artists with experience in large-scale and industrial public art projects.

The selection process will favour those capable of working with durable materials suited to the industrial context, such as metal, concrete, and lighting elements. Additionally, artists will be encouraged to engage with the local workforce and community through workshops and consultations, ensuring that the artworks reflect both the local environment and the people who inhabit these spaces.

## WEDGEFIELD / PUBLIC ART MAPPING





Ash Taylor, Library Mural, 2023,  
50<sup>th</sup> Anniversary Street Art Festival, South Hedland

**Alison Banks**  
Director Community Services  
Town of Port Hedland