



## The Great ARTdoors – Stage One Findings Report

The first stage of community engagement for the The Great ARTdoors project has been completed, with over 400 community members participating from across Murrindindi Shire, Mitchell Shire and Mansfield Shire. This report provides a summary of the themes and considerations shared by community members for consideration in the development of The Great ARTdoors project.

We would like to acknowledge everyone who took the time to share their ideas and opinions with us. Whether you stopped by for a chat at one of our pop-up kiosks, completed our survey or dropped a pin on the interactive map, we really value your input!

During the consultation period, we received over **1200** visits to The Loop page and **123** responses, including

- 52 responses to the **survey** on artistic direction
- 34 responses to the **interactive map** on preferred locations for artwork placement
- 14 responses to the **e-form** on preferred locations for artwork placement
- 3 responses to the **ask a question** tool
- 20 responses to Community Reference Group expressions of interest **e-form**
- We estimate that around 300 people stopped by for a chat at **our pop-up kiosks**

More information about the demographics of the survey participants can be found in the *Shaping Our Future: Stage 1 Community Engagement Report*, available [here](#).

## GVRT Art Installations Project: How we engaged

Through The Great ARTdoors project, the partner Councils collected feedback and suggestions from community members through a detailed survey, an interactive map (or e-form) and a registration form.

The survey asked community members for influences, ideas and concepts they would like to see the art installations represent. This feedback will help guide the type of art that is to be installed.

The questions were grouped under the following topics

- **Usage of GVRT:** how, when and why.
- **Is there something about your community that you would like to see celebrated through art installation?** For example, this may be the natural environment, community spirit, heritage, an event or anything unique about your community.
- **Do you have an example of public art that you have seen that you believe could inspire the Great Victorian Rail Trail Art Installations** Participants were encouraged to upload examples.
- **Pictorial examples ( from the Great Victorian Rail Trail Strategic Development Plan) were shared:** Participants were asked if any of these examples inspire them and why

The interactive map (or e-form) asked community members where they thought art installations should be placed along the trail to support the project's aim to get more visitors cycling, walking or horse riding on the trail.

The registration form allowed community members to register their interest for the projects Community Reference Group.

The results from the detailed survey were considered, together with the more general responses provided through the online information session and the feedback obtained at face to face pop up kiosks. Together, all the data was analysed and grouped. The partner Councils were able to establish strong themes and patterns in what community members told us.

## The Great ARTdoors Project: What we heard

### Artistic Direction

A broad range of feedback from survey respondents was received on preferred artistic direction for the artworks. A large number of community members responded that they would like to see the natural environment, trail heritage and recognition of the traditional owners included within the scope of the artistic direction.

There were contrasting views from community on the style of artworks to be delivered with some community members valuing artworks that would be incongruous to the landscape while others felt that the artworks should complement their natural surroundings. Kinetic sculptures that move or could be interacted with were referenced by many community members.

### Here are some examples of responses that demonstrated these views

*'Heritage is very important, natural environment'*

*'Historical and local aboriginal significance'*

*'Big bold impactful sculpture please - not too folksy. I'd rather less in volume but more impactful and incongruous to landscape'*

*'Like to see some art works that move and can be interacted with. Artworks that use the trail to connect with them'*

### Locations for art installations

Most interactive map respondents noted that they would like to see installations on sections of the trail which are lacking features to encourage trail users to visit those sections. Most respondents also referenced the importance of placing artworks in locations that would encourage users to explore further into different sections of the trail and help create journeys between townships along the trail. Several community members also referenced opportunities for artworks in locations of existing significance such as old station sites along the trail however away from existing key trail attractions such as the Cheviot Tunnel or Bonnie Doon Bridge.



## Here are some examples of responses that demonstrated these views:

*'The sections of the trail that have limited or repetitive scenery would benefit the most from artworks and make people more inclined to travel over those sections'*

*'It would be great to have art work placed at all the old station sites and at key landscape features along the trail'*

*'There should be incentive to encourage walking as well as riding and having the art works 2 or 3 km out of intermediate towns would encourage walkers to go a bit further'*

## The Great ARTdoors Project: What happens next?

Feedback provided during the community engagement period has helped us to finalise the number of artworks and preferred curatorial direction of 'Connections' with support and input from the project's Community Reference Group. This artistic direction will be used in the Expression of Interest (EOI) process for artists. Details of the EOI and a link to make a submission will be available on The Loop. We are currently working with the Community Reference Group to create a shortlist of potential art installation locations with an aim to finalise preferred locations by the end of February.

Following completion of the EOI process, artists' submissions will be reviewed and shortlisted artists will be invited to submit a concept design for an art installation in April. These submissions will then be reviewed and selected artists will be appointed by July 2022. Artists will then begin creation of the artworks, which will be installed by April 2023.

