



## NOTICE OF MEETING

Notice is hereby given that the next ordinary meeting of Council's

### ART EXHIBITION WORKING PARTY

will be held on Wednesday 14 August 2019

in the Maitland Office – Gum Flat Meeting Room

commencing at 10.30am

Taylor Gray

TEMPORARY DEPUTY CHAIRPERSON

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# A G E N D A

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ITEM 1 YORKE PENINSULA COUNCIL – ART EXHIBITION WORKING PARTY

- 1.1 Welcome by Chairperson - meeting declared open.
- 1.2 Present
- 1.3 Apologies/leave of absence  
Cr Tania Stock, Bobbi Pertini
- 1.4 Minutes of previous meeting – for confirmation.  
Art Exhibition Working Party meeting held on 30 April 2019.
- 1.5 Conflict of Interest

CONFLICT OF INTEREST

Members are reminded of the requirements for disclosure by Members of direct or indirect pecuniary benefits in items listed for consideration on the Agenda. Members must declare any interest and provide full and accurate details of the relevant interest to the Committee prior to consideration of that item on the Agenda.

ITEM 2

BUSINESS ARISING:

- 2.1 Call for nominations for Chairperson and Deputy Chairperson
- 2.2 Appointment of Chairperson and Deputy Chairperson

ITEM 3

2020 EXHIBITION:

- 3.1 Suggestions/ideas for 2020 exhibition.
- 3.2 Commitment from Progress Associations
- 3.3 Sponsorship
  - Confirmed Sponsorship
  - Declined Sponsorship
- 3.4 Requirements going forward

ITEM 4

NEW BUSINESS:

- 4.1 Country Arts SA request for future projects
- 4.2 Expression of Interest - Yorke Peninsula Mural - Sam Brooks

ITEM 5

NEXT MEETING:

- 5.1 To Be Confirmed

ITEM 6

MEETING CLOSE:

**From:** [Steph Ball](#)  
**To:** [Renee Edwards](#)  
**Subject:** HPE CM: YP Art Exhibition  
**Date:** Monday, 1 July 2019 12:10:37 PM  
**Attachments:** [Scan.pdf](#)  
[ATT00001.htm](#)

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Warooka Progress Association with support from Ballara Art & Lifestyle Retreat would like to submit

**“Art as Therapy”** (or the like, we may come up with a better title!)

as a possible category for the 2020 exhibition.

This would offer anyone who uses any art form as a release to be a part of the exhibition. It is hoped to also include members of Leisure Options. .

The exhibit could include displays at the Warooka Memorial Hall and/or Ballara and Baker Bros. Gallery, both in the main street.

Steph Ball  
for WPA & Ballara.

**From:** [Edithburgh Progress Association](#)  
**To:** [Renee Edwards](#)  
**Subject:** HPE CM: Re: FW: HPE CM: Request for Sponsorship - 2020 Art Exhibition  
**Date:** Thursday, 27 June 2019 12:02:31 PM

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Hi Renee

We have received your correspondence but have not held a Progress meeting since this was received.

Last year, we contributed \$500 towards this Exhibition and the Sculpture Exhibition was held in Edithburgh.

The \$3,000 requirement for major sponsorship is not within our current budget but the members showed an inclination towards \$500 again this year.

We have a meeting Tuesday night so could you please advise if Edithburgh would be a venue again for the Sculpture exhibition?

With thanks  
Diana Sweeney

----- Original Message -----

**From:**  
"Renee Edwards" <Renee.Edwards@yorke.sa.gov.au>

**To:**  
"Edithburgh Progress Association" <edithburgh.progress@internode.on.net>

**Cc:**

**Sent:**  
Tue, 25 Jun 2019 02:22:58 +0000  
**Subject:**  
FW: HPE CM: Request for Sponsorship - 2020 Art Exhibition

Good afternoon

I just wanted to follow up regarding the attached information.

I know that Edithburgh Progress has been involved in the YP Art Exhibition in previous years. To date we have not heard back from you, so just wanted to double check that you received our correspondence.

I think the Edithburgh Art Group was also involved with this in conjunction with your organisation. It may be worth discussing with them to be a joint sponsor.

Many thanks

Renee Edwards I Executive Assistant to Director Corporate and Community

Services

Yorke Peninsula Council I Principal Office - Maitland

Ph: 08 - 8832 0000 I F: 08-8853 2494

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I W: [www.yorke.sa.gov.au](http://www.yorke.sa.gov.au)<<http://www.yorke.sa.gov.au/>>

From: Renee Edwards

Sent: Tuesday, 7 May 2019 2:44 PM

To: Edithburgh Progress Association

<[edithburgh.progress@internode.on.net](mailto:edithburgh.progress@internode.on.net)>

Subject: HPE CM: Request for Sponsorship - 2020 Art Exhibition

Good afternoon

Please find attached a letter of request for sponsorship for the 2020 Art Exhibition.

A hard copy of the letter has also been forwarded in the post.

Kind regards

Renee Edwards I Executive Assistant to Director Corporate and Community Services

Yorke Peninsula Council I Principal Office - Maitland

Ph: 08 - 8832 0000 I F: 08-8853 2494

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I W: [www.yorke.sa.gov.au](http://www.yorke.sa.gov.au)<<http://www.yorke.sa.gov.au/>>

**From:** [Anthony Peluso](#)  
**To:** [Carina Congdon](#); [Samantha Yates](#)  
**Cc:** [Merilyn de Nys](#)  
**Subject:** Yorke Peninsula Council and Country Arts SA  
**Date:** Friday, 2 August 2019 1:59:58 PM  
**Attachments:** [image001.jpg](#)  
[image002.png](#)  
[image003.jpg](#)  
[image004.jpg](#)  
[image005.jpg](#)  
[image006.jpg](#)

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Dear Carina

Thanks for the great chat just now.

As we discussed, it is a shame that we are not able to move ahead with a partnership, but I would very much like us to start a conversation about how our two organisations can support a consultation with the local Aboriginal communities and potentially a project that may result from that. I am also interested to know of any other priority projects Council may have that we could support (of course, please don't forget about our current grant round <https://www.countryarts.org.au/grants-funding/grants/> which closes August 15).

May I also introduce you to Sam Yates, our Aboriginal Program Manager. Sam is would be instrumental in any future outcomes.

As agreed, I will make the time to come out and meet with your Mayor and CEO to open up a wider conversation for partnership. And we would setup a meeting with you and whomever from your team is best placed to work on a collective idea.

If you have any further ideas in the meantime, please don't hesitate to email me or Sam.

Thanks again for your understanding and I look forward to our next meeting.

Have a great weekend

**Anthony Peluso**  
**Arts Programs Director**



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Country Arts SA recognises and respects that we are living and creating on Aboriginal Lands and we are committed to working together to honour their living cultures.

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**From:** [Taylor Gray](#)  
**To:** [Bobbi Pertini](#); [Carina Congdon](#); [Renee Edwards](#); [Lesley-Anne Swaans](#); [Anne Hammond](#); [Bronwyn Scholes](#); [Letitia Dahl-helm](#)  
**Subject:** Expression Of Interest - Yorke Peninsula Mural - Sam Brooks  
**Date:** Wednesday, 7 August 2019 10:13:34 AM  
**Attachments:** [Expression Of Interest - Yorke Peninsula Mural - Sam Brooks.tr5](#)  
[Expression Of Interest - Yorke Peninsula Mural - Sam Brooks.tr5](#)  
[Expression Of Interest - Yorke Peninsula Mural - Sam Brooks.tr5](#)  
[Expression Of Interest - Yorke Peninsula Mural - Sam Brooks.tr5](#)

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Good Morning All,

Sam Brooks recently approached me to express interest in painting a mural somewhere on the Yorke Peninsula. I have previously worked with Sam during the Big Picture Fest when he painted the Des Parker Mural in Port Pirie. Sam is a very professional and talented artist, with a lot of passion and experience.

I felt it would be a great addition to the YP Art Exhibition, and suggested I will forward to the committee for consideration. Perhaps we could discuss the possibility of this at our next meeting?

However, this is a project that would fit nicely within many different areas of Council too eg: Tourism, Caravan Parks, Environmental projects etc. Therefore I have included Anne, Bron and Letitia within this correspondence.

Sam spent a lot of time in Ardrossan when he was younger, that connection has made him that much more enthusiastic to paint a mural somewhere on the YP. Attached is the EOI, previous mural works, and walls of interest in our area. Please have a look through, this EOI has so much passion and is articulated very well. Please note: The proposed walls were chosen by Sam as they offer great exposure, impact and tourism appeal. Due to being near Caravan Parks, the financial ROI will be great. But Sam is flexible and there are many other walls to choose from around the area.

If this is a feasible project, we could look around for grant funding. Feel free to forward to anyone you feel may be interested in undertaking this project.

The bottom line:

Rough cost estimate (This price includes materials and preliminary design work.): \$4000.

Time frame: 2 – 3 weeks painting.

Many thanks

Taylor Gray  
Communications & Engagement Officer  
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-----< HPE Content Manager record Information >-----

Record Number : 19/65757

Title : Expression Of Interest - Yorke Peninsula Mural - Sam Brooks

-----< HPE Content Manager record Information >-----

Record Number : 19/65756

To Yorke Peninsula Council and community members.  
A proposal for large scale public artwork.

### Background information and motivation.

My name is Sam Brooks and I have been painting professionally for the last five years. My body of work is extremely varied and my clients have ranged from family friends, charity corporations, to major global brands like general motors, Holdens, The S.A.S and the deputy lord mayor of Adelaide.

Recently, after completing works in regional N.S.W, Gulargambone, Gilgandra, Port Pirie, Whyalla and other remote communities, I have come to the conclusion that large scale artwork has the biggest return on investment when strategically placed in tourism-rich areas. It brings visitors that would have otherwise driven by, and makes the stop and decide to stay for days or even weeks. Tourists are looking for new and novel experiences, and will go to extraordinary lengths to see something new and exciting. The silo art trail is a great example of just how much money and time tourists will commit towards seeing large scale artworks.

For example, in early 2018 I was invited to paint four large scale murals in a VERY small town of Gulargambone, this town has a population of less than 100 and is unfortunately on the brink of total economic collapse. The unemployment rate is massive and the formerly thriving shopfronts are complete boarded up and closed. The only word to describe the state of this place was a ghost town. I honestly found it hard to believe that a few beautiful paintings could make any significant changes to the area, yet the organisers insisted it would make a major change to the tourist economy.

I returned back to Gulargambone just a few months ago, and the change was phenomenal, in my eyes it was honestly a dream come true. For the first time in twenty years, the local caravan park had to dust off their "sorry we are full" signage because they had reached maximum capacity. To think that a town with almost nothing notable to offer, can paint barren, decrepit walls with beautiful imagery and change the fate of its whole community within a year is insanity. To me, it solidified the importance and the power of public art in today's economy.

Yorke Peninsula already has so much natural beauty and novel experiences to offer tourists that I believe the addition of large scale within the more 'fringe' areas of the council grounds will encourage tourists to spread their attention throughout the area and support businesses that may otherwise be slightly off the beaten track.

Although, if suitable, something based within the already thriving centre of town, will only

enhance the appeal and attraction value of visiting the town and will certainly bring in new faces, new excitement and new money for the economy.

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### Ideas for the artwork itself.

I believe that artwork has the largest impact when it connects to the local community in a way that they feel respected, represented, and like a valuable member of the area they have lived and worked in. They want to feel celebrated and understood, they feel like the council is in touch with who they are and what they represent.

A good way to mix this local sense of community, with the broader goals of international and national tourism appeal, is to use portraiture or narrative. Portraying a local member of the community, or even a historical event that has an interesting history, or an outstanding story is always a great way to emotionally engage people and also educate them about the area and its history, it builds a connection that goes much deeper than 'wow, isn't that a pretty picture'.

This portrait could be a local icon, someone who is recognised and loved by many people in the community, maybe an unsung hero who everyone SHOULD know, but hasn't had the recognition they deserve. I think of murals as a great opportunity to give exposure of someone who deserves it.

This portrait would serve as the 'main feature' of the artwork whilst the background elements would be much more 'Yorke' as the rest of the world sees it. Beaches, beautiful sunsets, sweeping sand hills. Local romantic landscapes and beauty that the area is more broadly known for.

This mix of local and international appeal, in my opinion, is the best way to get the most impact out of a public artwork.

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### Pricing and time frame.

I have attached some walls that are council owned, that I believe will offer great exposure, impact and tourism appeal. As they are near caravan parks, the financial ROI will be great.

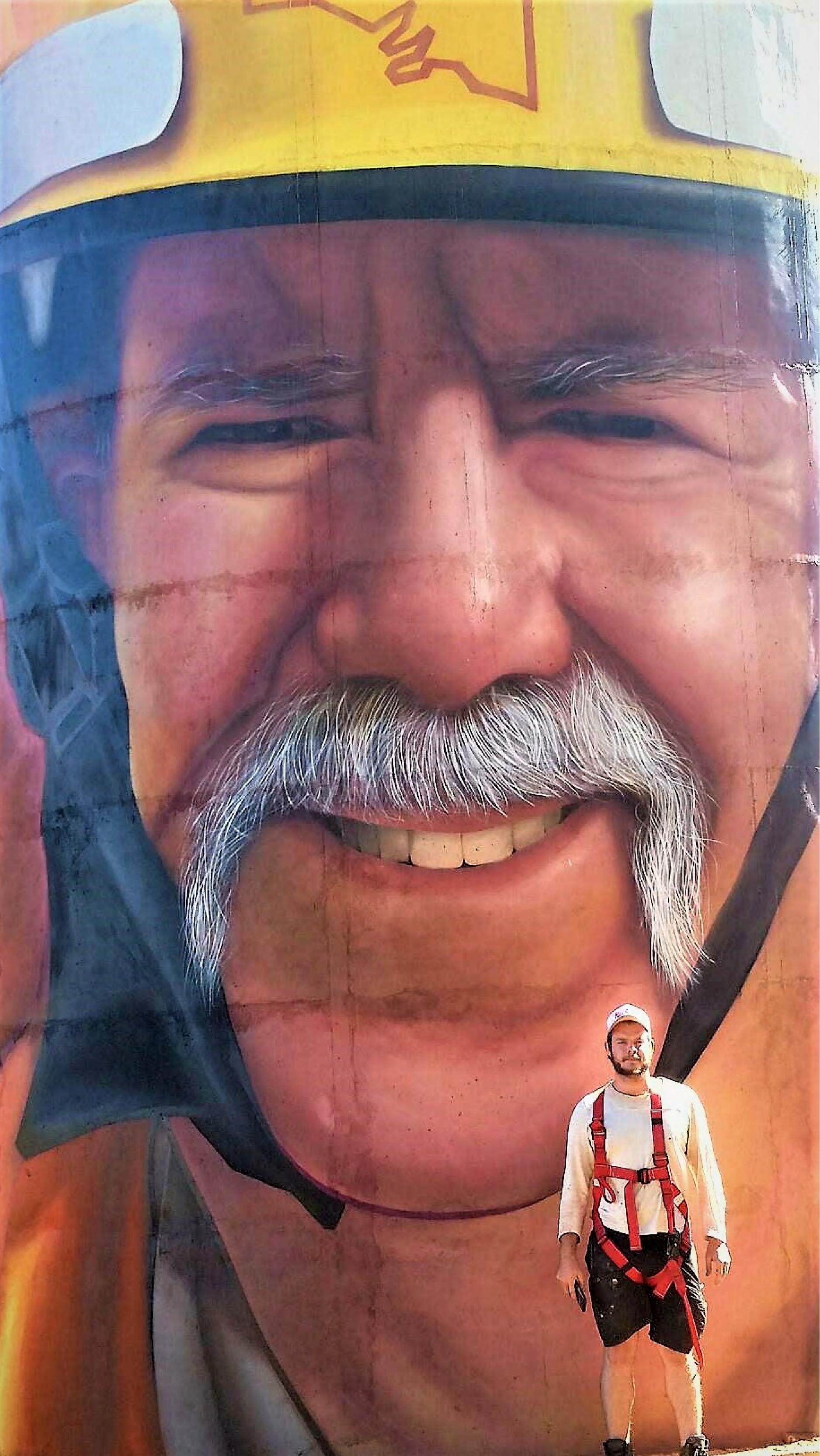
Rough cost estimate (This price includes materials and preliminary design work.)  
\$4000.

### Time frame.

2 – 3 weeks painting.









#  
SAM  
BROOKS  
ARTIST

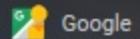






Marine Parade

Port Vincent, South Australia



Street View - Feb 2010



© 2011 Google

NO SWIMMING  
NO BOAT LAUNCHING  
NO MOTORBOATS  
NO DRUGS  
NO ALCOHOL

FAMILY PARKS  
The Best of the Best



TOYOTA

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The exterior wall of this camp kitchen would be a perfect location for something large and vibrant. With a lot of blank, very flat wall space. It would enhance the visitor experience and will also bring new visitors to the site that may have otherwise chosen a more typical beachside location.