

William Veale Tribute

Strategic Alignment - Dynamic City Culture

Tuesday, 5 September 2023
City Community Services and Culture Committee

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Public

EXECUTIVE SUMMARY

In response to a Council resolution on 13 December 2022, this report provides the results of an investigation of the process and cost to install a bust of Mr William Veale CBE, MC, DCM (Adelaide City Council Town Clerk 1947-1965) in an appropriate locale in Veale Gardens in recognition of the 60th anniversary of the extensive restoration work undertaken in the Adelaide Park Lands in the area now known as Veale Gardens.

The City of Adelaide's Memorials Operating Guidelines stipulates that no new memorial will be considered of a person, group, animal, organisation or event that has already been memorialised in the City. Mr William Veale has two memorial plaques, a Park and a Garden named after him to commemorate his contribution to the City.

The preliminary costing of commissioning a memorial bust of Mr William Veale is estimated in the range of \$55,000 to \$70,000 at a minimum. Expenditure of \$75,000 would utilise all currently unallocated funds in the Public Art Capital Budget for the 2023/24 financial year.

The City of Adelaide is responding to no less than eight proposals in relation to memorials of a minor nature (plaques and plinths) and 10 major memorials (defined as memorials over 1.5 metres cubed and valued at over \$50,000), initiated by community members or organisations, cultural institutions, and government agencies.

This report identifies alternate options to recognise the 60th anniversary of Veale Gardens with a memorial for Council's consideration.

RECOMMENDATION

The following recommendation will be presented to Council on 12 September 2023 for consideration

THAT THE CITY COMMUNITY SERVICES AND CULTURE COMMITTEE RECOMMENDS TO COUNCIL THAT COUNCIL

1. Notes that the City of Adelaide Memorials Operating Guidelines stipulates that the City of Adelaide does not commission memorials and that the contribution of Mr William Veale to the City is currently commemorated with two memorial plaques, a Park and a Garden named after him.
2. Notes the investigation of the process and cost of installing a memorial bust of Mr William Veale in Veale Gardens based on commissioning a recasting of an existing plaster bust from a private collection, costed at a minimum estimate of \$55,000 - \$70,000, for completion no earlier than 2024/25.
3. Endorses the commission of a new commemorative plaque acknowledging the 60th Anniversary of Veale Gardens for installation in Veale Gardens in 2023 with a small ceremony to mark the occasion with an estimated cost of \$7,500.

IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	Strategic Alignment – Dynamic City Culture This report responds to request for a memorial that represents our diverse community, culture, and creativity.
Policy	The City of Adelaide Memorials Operating Guidelines (the Memorials Guidelines) set out the administrative processes and responsibilities for the development, delivery, maintenance, management, and de-accessioning of memorials enabled by the City of Adelaide (CoA) in the Park Lands. The Memorials Guidelines stipulate that the CoA does not commission memorials. The City of Adelaide Public Art Operating Guidelines set out the administrative processes and responsibilities for the delivery relating to the public artworks and public art activity in the City. Through the Public Art Guidelines, the CoA may accept proposals or gifts, donations, or loans of public art that meet the public art collection, align with the statements of intent, goals and deliverables outlined in the Public Art Action Plan.
Consultation	The Memorials Guidelines require that a proposal for a memorial Council includes evidence of community support. Any proposed artwork outcome would need engagement with the Public Art Round Table, Reconciliation Committee, Kadaltilla / Adelaide Park Lands Authority, and across Council programs.
Resource	Delivery of an artwork in the Adelaide Park Lands project management would need to be negotiated with Infrastructure Delivery, supported by a project team comprising members across the Creative City, Technical Design and Asset Management teams.
Risk / Legal / Legislative	The Memorial Guidelines stipulate that the City of Adelaide does not commission memorials. Any activity regarding the use of an existing artwork must meet the requirements of the <i>Copyright Act 1968</i> (Moral Rights) including obtaining permissions from the copyright holders.
Opportunities	The 2023/24 review and upcoming development of the new Public Art Action Plan and associated Guidelines regarding community requests and/or proposals.
23/24 Budget Allocation	The Public Art Capital Budget has limited funds that could be directed towards this memorial outcome. Options provided in this report range from \$7,500 – \$75,000. Expenditure of \$75,000 would utilise all currently unallocated funds in the Public Art Capital Budget for this financial year.
Proposed 24/25 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	A commemorative bust would be an enduring public artwork in the Adelaide Park Lands with an expected lifespan of 25 years or more, as defined in the Public Art Action Plan .
23/24 Budget Reconsideration (if applicable)	Any budget allocation exceeding \$75,000 would be subject to budget reconsideration.
Ongoing Costs (eg maintenance cost)	A commemorative bust would be registered as part of the CoA public art collection, with a requirement for ongoing protection, care, maintenance, and cleaning over the life of the asset.
Other Funding Sources	Council would be the primary funder. Any contribution (in-kind or monetary) should not be assumed.

DISCUSSION

Background

1. This report responds specifically to the Council resolution on 13 December 2022, that Council:
Requests Administration prepare a report for Council investigating the process and cost of the installation of a bust of Mr William Veale, previous Adelaide City Council Town Clerk, and which can be installed in an appropriate local in Veale Gardens. This is in recognition of the 60th anniversary of the extensive restoration work undertaken in the Adelaide Park Lands in the area now known as Veale Gardens.
2. The subject of this commemorative request is Mr William Veale CBE, MC, DCM (William Veale), Adelaide City Council Town Clerk from 1947 until his retirement in 1965.
 - 2.1. William Veale had significant influence in the development and change of character of the City of Adelaide during his tenure as Town Clerk particularly in his transformative works in the Adelaide Park Lands.
 - 2.2. There are two existing memorial plaques honouring William Veale's name and service to the City located on North Terrace and in Veale Gardens.
 - 2.3. The contribution of William Veale to the City is also commemorated in the naming of Veale Gardens and Veale Park / Walyu Yarta.
3. 2023 is the 60th anniversary of the extensive restoration work undertaken in the Adelaide Park Lands in the area now known as Veale Gardens located in Veale Park / Walyu Yarta.
 - 3.1. Veale Gardens is a formal garden space that is well visited and appreciated by the community.
 - 3.2. Within Veale Gardens are significant civic items including the Adelaide-Qingdao Rose Garden, the sandstone artwork *The Couple*, 1962 by Berend van der Struik and the Symons Family Sundial.
 - 3.3. Veale Gardens also features an artwork by John Dowie, *Pan*, 1963 which is a focal fountain in the sunken garden. This commission was created for the redevelopment of the Gardens in 1963.

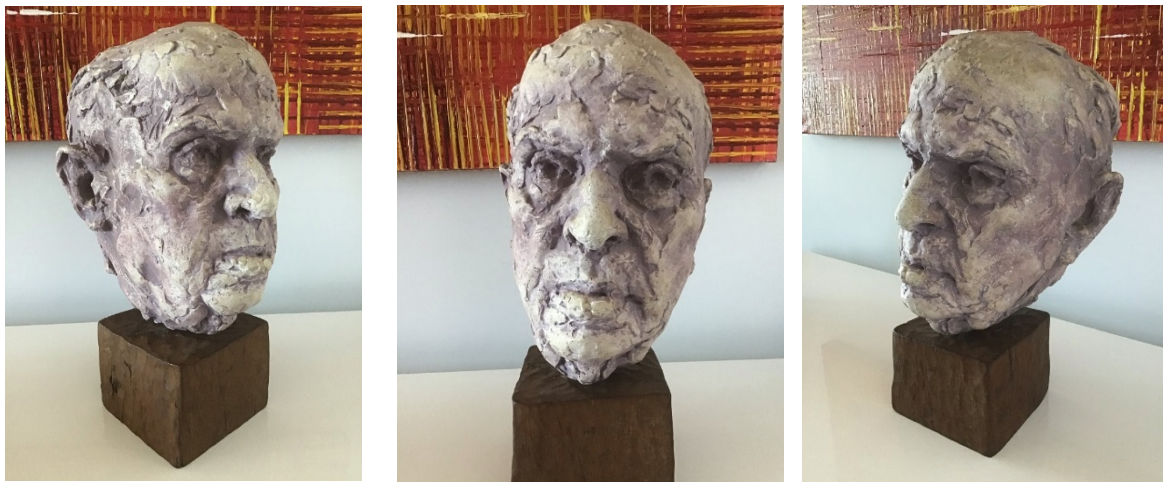
Policy and Budget

4. The City of Adelaide's (CoA) Memorials Operating Guidelines (the Memorials Guidelines) is the key policy document relevant to Council's request to investigate the installation of a memorial bust of William Veale in the Veale Gardens. The Memorials Guidelines set out the administrative processes and responsibilities for the development, delivery, maintenance, management, and de-accessioning of memorials enabled by the CoA in the Park Lands. Key policy considerations include:
 - 4.1. The commissioning of memorials by the CoA is not supported in the Memorials Guidelines.
 - 4.2. Any proposal for a memorial must address the following criteria amongst others:
 - 4.2.1. Demonstrate that it is highly valued by community and has a location rationale that complies with the Adelaide Park Lands Management Strategy.
 - 4.2.2. No new memorial will be considered of a person, group, animal, organisation or event that has already been memorialised in the City.
 - 4.3. Any proposals for a memorial would be further informed by advice from relevant CoA teams, the Public Art Round Table, Reconciliation Committee and Kadaltilla / Adelaide Park Lands Authority (Kadaltilla).
5. A proposal to install a memorial bust of William Veale in the Veale Gardens does not meet the CoA Memorials Guidelines in the following ways:
 - 5.1. The CoA does not commission memorials.
 - 5.2. William Veale has already been memorialised in the City through two memorial plaques as well as Gardens and a Park named in his honour.
6. Council may exercise its discretion to commission a further memorial of William Veale should it determine that this will be highly valued by community and makes good use of the limited public art capital budget.
7. In addition to this memorial proposal, the CoA is responding to numerous proposals and requests for support for no less than eight memorials of a minor nature (plaques and plinths) and 10 major memorials (defined as those memorials over 1.5 metres cubed and valued at over \$50,000). These have been initiated by community members, community organisations, cultural institutions, and government agencies.

8. Council has previously committed to enable a commemorative artwork of Iparrityi as part of the Whitmore Square / Iparrityi Masterplan, and the Place of Courage memorial in Bonython Park / Tulya Wardli as part of its public art capital budget for this financial year.
9. Council's Public Art Capital Budget has limited funds that could be directed towards this memorial outcome. Options provided in this report range from \$7,500 – \$75,000. Expenditure of \$75,000 would utilise all the currently unallocated funds in the public art capital budget for this financial year.

Investigation

10. In investigating the process and cost of the installation of a bust of William Veale, Administration determined that:
 - 10.1. A family member of William Veale has a bust of the subject by acclaimed South Australian artist Mr John Dowie AM (John Dowie).
 - 10.1.1. This bust is an unique work (non-editioned) and made of plaster. The work is approximately 30cm (height) x 18cm (wide) x 23cm (depth).
 - 10.1.2. John Dowie (1915 – 2008) was a noted sculptor and painter with many significant public artworks in the CoA and across Australia including the State heritage listed, *Three Rivers Fountain*, 1968 in Victoria Square / Tarntanyangga and the bronze sculpture, *Alice*, 1962 in Rymill Park / Murlawirrapurka.
 - 10.1.3. Images of the bust are provided below.



- 10.2. If Council was to support the creation of a memorial bust recast from the original artwork by John Dowie; consideration will need to be given to the following:
 - 10.2.1. The artwork and bust would need to be recast and made of durable and maintainable materials (such as bronze) for the public realm.
 - 10.2.2. To adequately present and protect the new bust in the public realm, an accompanying plinth would be needed, requiring excavation, and a concrete footing within the gardens.
 - 10.2.3. Considerable care would need to be taken to ensure that the original artwork's condition is not impacted or damaged in the process.
 - 10.2.3.1. The family member of William Veale has sought expert advice from specialist art foundries about the recasting process to understand the risk of damage to the artwork.
 - 10.2.4. Permission would need to be obtained from the copyright holders and/or the Estate of John Dowie for the recasting and creation of this new bust. This is in accordance with the requirements of *Copyright Act 1968*:
 - 10.2.4.1. Moral rights protect the personal relationship between a creator and their work even if the creator no longer owns the work, or the copyright in the work. Moral rights concern the creator's right to be properly attributed or credited, and the protection of their work from derogatory treatment.

- 10.2.4.2. Additionally, a reproduction or license fee will need to be negotiated with the Estate of John Dowie for the use of the artwork in accordance with best practice.
- 10.2.5. Council would be the primary funder of any memorial commission; any financial or in-kind funding should not be assumed.
- 10.2.6. CoA has a substantive collection of John Dowie's artwork in the public realm including a statue within Veale Gardens.
- 10.2.7. Preliminary costings for a recasting of this bust are estimated at a minimum \$55,000-\$70,000.
 - 10.2.7.1. This costing includes expert labour, materials, engineering, casting, plinth, footings, installation, plaques.
 - 10.2.7.2. However, this amount does not include a reproduction or license fee to the John Dowie Estate for the use of the artwork.
- 10.2.8. The process for re-casting artwork may require six to 12 months, subject to permissions, development approval, specialist contractor availability, material resourcing, and site installation.
- 10.2.9. Advice would also need to be sought from relevant CoA teams, the Public Art Round Table, Reconciliation Committee and Kadaltilla / Adelaide Park Lands Authority.

Other Options

- 11. As part of the investigation, other options to recognise the 60th anniversary of Veale Gardens with a memorial were identified and are provided for Council's consideration:
 - 11.1. Commission a new commemorative artwork of William Veale at a minimum estimated cost of \$70,000 - \$75,000.
 - 11.2. Commission a new commemorative plaque acknowledging the 60th Anniversary of Veale Gardens and host a small ceremony to mark the occasion at a minimum estimated cost of \$7,500.

Commission a new commemorative artwork

- 12. Council may choose to commission a new commemorative artwork in accordance with the CoA public art processes and guidelines.
 - 12.1. The CoA Public Art Operating Guidelines (the Public Art Guidelines) sets out the administrative processes and responsibilities for the delivery relating to the public artworks and public art activity in the City.
 - 12.2. Through the Public Art Guidelines the CoA may accept proposals or gifts, donations, or loans of public art that align with the statements of intent, goals and deliverables outlined in the Public Art Action Plan.
 - 12.3. Any proposal or request for a public artwork must address the following criteria amongst others:
 - 12.3.1. Be original and of high artistic merit.
 - 12.3.2. Be constructed of high-quality materials with low maintenance considerations.
 - 12.3.3. Add value to the existing CoA public art collection, helping to cultivate a collection of inspiring and dynamic public art experiences.
 - 12.4. Any proposals for artwork would be further informed by advice from relevant CoA teams, the Public Art Round Table and Kadaltilla.
 - 12.5. A full commissioning process may require 12-18 months depending on the requirements of the commission, including stakeholder consultation, procurement, artist shortlisting, concept design, detailed design, planning approvals, fabrication, and installation.
 - 12.5.1. This would include a competitive selection process with Concept Design phases to determine a preferred artwork in alignment with CoA's Public Art commissioning processes, informed by expert advice and national best practice standards.
 - 12.5.2. This process would also require consultation with and the participation of the Estate of William Veale.
 - 12.6. Preliminary costings for the commission of a new commemorative artwork are estimated at a minimum of \$70,000 - \$75,000 including artists fees expert labour, materials, engineering, casting, plinth, footings, installation, plaques.

Commission a new commemorative plaque

13. Council may choose to commission a plaque to acknowledge the 60th anniversary of Veale Gardens and install this within the Garden. Of all the options, this is most achievable in 2023.
 - 13.1. This process would take three months, subject to permissions, development approval, material resourcing, contractor availability, and installation.
 - 13.2. This process would also require consultation with and the participation of the Estate of William Veale.
 - 13.3. Preliminary costings for the commission of a plaque would be a minimum of \$5,000 including labour, materials, engineering, plinth and footing, installation, plaque.
 - 13.4. A small ceremony to mark the occasion could be arranged with a nominal budget of no more than \$1,500.

Community Value

14. When considering whether commissioning and installing a further memorial for William Veale in Veale Gardens will be highly valued by community and make good use of the limited public art capital budget, Council may, on balance, decide not to invest funds in this proposal at this time.

DATA AND SUPPORTING INFORMATION

[Public Art Action Plan](#)

ATTACHMENTS

Nil

- END OF REPORT -