

# Her Majesty's Theatre Commemorative Artwork Proposal

Tuesday, 19 November 2024  
Infrastructure and Public Works Committee

Strategic Alignment - Our Community

**Program Contact:**  
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Public

**Approving Officer:**  
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## EXECUTIVE SUMMARY

This report provides an update on progress with the Her Majesty's Theatre commemorative public artwork. It seeks Council's approval for the City of Adelaide (CoA) to assume full responsibility as project lead and commissioner of the proposed bronze statue of Mr Barry Humphries AO CBE, with project partner, the Adelaide Festival Centre (AFC) concentrating their future contributions on fundraising. This will enable the project to progress beyond initiation phase.

At the 12 December 2023 Council meeting, Council requested Administration work with the AFC Trust and Foundation to progress the manufacture and installation of an artwork to commemorate the longstanding relationship of the late Barry Humphries, AO CBE with Her Majesty's Theatre, the CoA, and multiple significant heritage conservation projects in Adelaide and South Australia.

On 12 March 2024, Council noted that Administration had been working with the AFC to develop a project plan and proposal for a commemorative artwork, for Council's consideration. Council requested Administration assist the Trust by managing the commission to ensure compliance with installation requirements, and progress investigations of site conditions to facilitate the placement of the artwork, as part of the capital works program. Council noted that Administration would bring a further report to Council following receipt of a formal proposal from the AFC.

The AFC has met its obligations to engage the artist and has commenced fundraising for the realisation of the sculpture. This report now seeks the approval of Council to confirm its role as project lead to progress and manage the public artwork commission.

Administration intends to expedite this undertaking by engaging a public art and design specialist to prepare a detailed proposal to be presented to Council in Q4 2024/25. The proposal will include the artwork concept, streetscape design, materials, risk assessment, governance, timeline, and a detailed budget with funding contributions outlined.

A provisional allocation for Council's contribution to the project has been made in the 2024/25 public art budget, and should Council approve the recommendations in this report, a retiming of public art projects in 2025/26 will occur to enable this project to be completed.

## RECOMMENDATION

The following recommendation will be presented to Council on 26 November 2024 for consideration

THAT THE INFRASTRUCTURE AND PUBLIC WORKS COMMITTEE RECOMMENDS TO COUNCIL:

THAT COUNCIL:

1. Notes the communications from the Adelaide Festival Centre regarding the Her Majesty's Theatre commemorative artwork opportunity contained in Attachment A to Item 7.5 on the Agenda for the meeting of Infrastructure and Public Works Committee held on 19 November 2024.
2. Approves the City of Adelaide to manage the commission to ensure compliance with requirements for installation of the bronze sculpture of Barry Humphries AO CBE to be located near Her Majesty's Theatre on Grote Street.
3. Notes the Draft Proposal for Her Majesty's Theatre Commemorative Artwork from the Adelaide Festival Centre as contained in Attachment B to Item 7.5 on the Agenda for the meeting of Infrastructure and Public Works Committee held on 19 November 2024.
4. Notes that Administration will develop a formal proposal for Council's consideration in Q4 2024/25.

## IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	<b>Strategic Alignment – Our Community</b> Elevate the City’s reputation for exceptional and unique arts and cultural experiences by encouraging and providing arts, culture and events partnerships, grants, and sponsorship opportunities.
Policy	The <a href="#">Public Art Operating Guideline</a> outlines the procedures for implementing public artworks and activities within the City of Adelaide, providing a framework that also allows external partners to propose co-funded, Council-led art projects or offer gifts, including cash donations, to support public art acquisitions or commissions aligned with the Public Art Action Plan’s goals.
Consultation	As outlined in the <a href="#">Public Art Operating Guideline</a> and External Proposals for Public Art are reviewed by the City of Adelaide Creative City team with input from other teams and with advice from the Public Art Round Table on their artistic and cultural merit and contribution to the City of Adelaide’s public art collection. This process includes a comprehensive consultation strategy that ensures engagement and support from key stakeholders, such as the artist and project partners.
Resource	The City will engage a Public Art and Design specialist to develop a formal proposal, in collaboration with the Adelaide Festival Centre (AFC) and the artist. This specialist would work alongside City teams, including Technical Design, Asset Management, and Creative City, to oversee the proposal's development.
Risk / Legal / Legislative	Administration has been collaborating with the AFC on the public artwork proposal. Given the high-profile nature of the subject and the involvement of a prominent project partner, this initiative has generated significant media and community interest.
Opportunities	New artwork in City by Robert Hannaford AM (growing strong representation of his sculptural practice in the public realm), enhancing the public realm, and commemorating cultural heritage at a significant cultural venue.
24/25 Budget Allocation	\$25,000 from the Public Art capital budget for 2024/25.
Proposed 25/26 Budget Allocation	An indicative budget for the commission of a new significant artwork such as a life size figurative bronze statue is in the range of \$200,000 to \$300,000 which includes: artist’s fees, expert labour, technical advice, materials, engineering, casting, plinth, lighting, footings, excavation, installation, remediation, plaques and future maintenance.  A provisional allocation for Council’s estimated contribution to the project (up to \$100,000) has been made against the 2024/25 public art budget. The formal proposal developed for Council consideration in Q4 2024/25 will confirm the total project costs and funding contribution from the CoA and the AFC. As the commission and installation is projected to be between 12-18, funding will be timed across the 2025/26 and potentially 2026/27 financial years.
Life of Project, Service, Initiative or (Expectancy of) Asset	An enduring public artwork commissioned by the City of Adelaide has an expected lifespan of 25 years or more.
24/25 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Commemorative public artworks are registered as part of the City of Adelaide Public Art collection, with a requirement for ongoing cleaning and maintenance over the life of the asset.
Other Funding Sources	To date, the AFC has paid the identified artist an initial commission fee of \$36,000. AFC are raising funds for the sculpture through private donations to contribute to the realisation of the artwork. A further contribution of up to \$117,000 (approximately) is expected from the AFC’s fundraising efforts. Council is anticipated to be the other major funder of the public artwork.

## DISCUSSION

1. At the Council meeting of [12 December 2023](#), Council resolved to:
  - 1.1. Request Council staff work with the Adelaide Festival Centre Trust and Foundation to progress the manufacture and installation of an artwork to commemorate the long-standing relationship of the late Barry Humphries AO CBE with Her Majesty's Theatre, the City of Adelaide and multiple significant heritage conservation projects in Adelaide and South Australia.
  - 1.2. Request a report be returned to Council by the end of March 2024 outlining a project plan, final design, and potential for funding between the City of Adelaide and the Foundation.
2. At the meeting of [12 March 2024](#), Council resolved to:
  - 2.1. Noted that Administration is currently working with the Adelaide Festival Centre and Trust to develop a project plan and proposal for a commemorative artwork celebrating Mr Barry Humphries, AO CBE for Council's consideration.
  - 2.2. Acknowledge the fundraising commitment by the Adelaide Festival Centre Trust to purchase a commissioned bronze sculpture.
  - 2.3. Assists the Adelaide Festival Centre Trust by managing the commission to ensure compliance with requirements for installation.
  - 2.4. Progress investigations of site conditions to facilitate the placement of the artwork, as part of our capital works program.
  - 2.5. Notes that Administration will bring a further report to Council following receipt of a formal proposal from the Adelaide Festival Centre.

### Work to Date

3. Administration has been liaising with the Adelaide Festival Centre (AFC) on the development of a formal proposal and the processes associated with establishing a public artwork commemorating Mr Barry Humphries, AO CBE in the City of Adelaide.
4. In February 2024, Administration undertook a preliminary site investigation and underground service location of the proposed area which was shared with the AFC.
  - 4.1. Initial survey and underground service location at the front of Her Majesty's Theatre and the neighbouring Metropolitan Hotel on Grote Street indicate that it might be a challenging site for installation of the artwork due to the significant number of underground services, limiting potential locations for the artwork.
5. In June 2024, Administration received a draft proposal from the AFC for the proposed artwork opportunity (**Attachment B**).
  - 5.1. The AFC advised that their organisation had insufficient technical expertise, resourcing and capacity to prepare a formal proposal that would meet the necessary inclusions and standards required for Council consideration.
  - 5.2. In response, Administration presented a draft partnership agreement to the AFC, offering funding and support for them to engage a suitable specialist to complete the formal proposal to the required standards.
6. The AFC has commissioned celebrated South Australian sculptor and painter, Robert Hannaford AM for the opportunity through a Letter of Agreement to create a life-sized bronze sculpture of Barry Humphries AO CBE.
  - 6.1. Robert Hannaford AM (b. 1944) is a celebrated and award-winning artist who has been a finalist in the Archibald Art Prize over 25 times and has created many portraits and public sculptures of significant public figures.
  - 6.2. To date, the artist has undertaken preliminary concept designs of the statue, alongside creation of a series of plaster maquettes and moulds of the proposed statue that will be utilised by the AFC for fundraising efforts.
  - 6.3. The artist has not undertaken scoping of the accompanying works such as streetscape, plinth or other required electrical, engineering or civil works required for the public artwork.
  - 6.4. The artist has been advised by the AFC that the project cannot progress until Council has granted approval for the Her Majesty's Theatre commemorative artwork of Barry Humphries to be permanently installed (**Attachment A**).

7. In communications to the City of Adelaide, the Estate and Family of Barry Humphries AO CBE are supportive of a proposed life-like bronze of the subject outside of Her Majesty's Theatre on Grote Street by artist, Robert Hannaford AM.

### **Status**

8. The project remains in an initiation phase, requiring the development of a formal proposal to understand the project's scope, budget and viability.
  - 8.1. The development of a formal proposal is the responsibility of the proponent as outlined in the External Proposals for Public Art- Fact Sheet.
9. In October 2024, the AFC communicated their role and contribution towards this proposed project (**Attachment A**).
  - 9.1. Their role in the undertaking will be concentrated on fundraising through private donations as a contribution towards the realisation of the artwork.
  - 9.2. The AFC has established a fundraising committee that will seek private philanthropic support to realise the sculpture.
  - 9.3. To date, the AFC has paid the initial commission fee for the selected artist valued at \$36,000.
  - 9.4. The estimated cost for the sculpture is \$153,000, excluding footings, engineering, and installation costs.
  - 9.5. Under the proposal and in line with the 12 March 2024 decision of Council, the costs to install the sculpture are estimated to be at least \$100,000 and would be the responsibility of the CoA.

### **Proposed Approach**

10. The CoA now needs to assume the lead on the project as commissioner of the total project to enable the project to progress beyond the initiation phase.
11. To expedite the undertaking, Administration will engage a public art and design specialist to prepare a detailed proposal to the standards required by Council to be presented to Council in Q4 2024/25 for consideration. The formal proposal will include:
  - 11.1. Artwork and streetscape concept design, including lighting, paving and accompanying signage.
  - 11.2. Proposed materials, fabrication and installation methods.
  - 11.3. Project risk assessment, engineering and civil works documentation.
  - 11.4. Project governance and management including roles and responsibilities of parties including details of third parties, contractors, consultants, project managers, supply relationships, and fabricators.
  - 11.5. Project timeline and milestones.
  - 11.6. Proposed indicative budget outlining expenditure and income including funding contributions from project partners.
  - 11.7. Advice from CoA teams including Technical Design, Infrastructure Delivery, Asset Management, Creative City, and artistic and cultural expertise from a specifically convened Public Art Round Table for the project.
12. The cost associated with the engagement of the specialist will be managed through the Public Art Capital budget for 2024/25.
13. A provisional allocation for Council's estimated contribution to the project (up to \$100,000) has been made against the 2024/25 public art budget. As the commission is projected to be 12-18 months away, these provisionally allocated funds would need to be carried forward into 2025/26 and potentially 2026/27.
14. Should Council approve the formal proposal in Q4 2024/25, the project would then be incorporated into the 2025/26 public art works program for delivery and installation.
15. Administration would then manage the development and delivery of the project including the public art commissioning process, including:
  - 15.1. Stakeholder management including the Estate and Family of Barry Humphries, AO CBE, Adelaide Festival Centre) and the artist, Robert Hannaford, along with other appointed subcontractors.
  - 15.2. Procurement and contracting such as funding agreements with partners, the engagement of the artist, and contractors.
  - 15.3. Detailed design phases.

- 15.4. Obtaining approval and permissions such as Development Approval.
  - 15.5. Budget management and funding for the installation of the artwork, civil works, and accompanying streetscape and any shortfall from the fundraising committee campaign.
  - 15.6. Fabrication and installation of the artwork.
  - 15.7. Asset handover including defect review and remediation.
  - 15.8. Promote, market and unveil the artwork in a launch event.
  - 15.9. Ongoing care and maintenance of the artwork as an asset in city's public art collection.
  16. This commission opportunity demonstrates alignment with the CoA Strategic Plan 2024-2028, particularly with the Our Community aspiration, aiming to make the city an engaging place to live, learn, and visit. It supports the key action of enhancing Adelaide's reputation for exceptional and unique arts and cultural experiences by fostering partnerships, grants, and sponsorship opportunities in arts, culture, and events.
  17. As major public artwork commissions can take between 18-24 months, the estimated timeframe for realisation of the artwork through to installation and launch of the sculpture is during 2026. This is informed by the following:
    - 17.1. The AFC has estimated that fundraising for the statue may take up to 6 months and the success of this campaign will guide Council's future decision making about the proposal and budget allocations.
    - 17.2. Obtaining necessary approvals and accompanying Council reporting requirements.
    - 17.3. Once approved, the artist has estimated that 12 months is required for the creation of the scale mould and fabrication of the artwork.
    - 17.4. As the project progresses, reports would be presented to Council for noting per the reporting requirements for artwork commissions valued over \$100,000.
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## ATTACHMENTS

**Attachment A** - Letter to Lord Mayor from Adelaide Festival Centre CEO

**Attachment B** – Draft Proposal for Her Majesty's Theatre Commemorative Artwork from the Adelaide Festival Centre

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