

Richard Brecknock, MPIA [S&U]



Richard is an cultural planner and a Director of Brecknock Consulting P/L an Australian cultural planning and public art consultancy. The company established in 1988 operates primarily in Adelaide, Brisbane and Melbourne. Richard has also worked in association with COMEDIA, a UK "Think Tank", founded by Charles Landry that focuses on urban creativity and the "Art of City Making".

Over the last twenty two years Richard has undertaken projects and professional development workshops in Australia, New Zealand, England and Norway for the public and private sectors.

Richard is committed to developing culturally rich urban environments. He believes that culture underpins every aspect of our lives and decision making and needs to be better recognised as the foundation element in building creative and sustainable communities.

This, he believes, can be achieved through: culturally relevant urban planning and design; culturally informed economic development; culturally appropriate community engagement; and the creative integration of artworks into the public realm.

Qualifications: Richard has an MA [Cultural and Media Policy] from Griffith University, Queensland. He was a recipient of the 1998 Griffith Award for Academic Excellence. He studied sculpture at the National Art School in Sydney in 1964-1967.

Affiliations: He is a member of the Planning Institute of Australia [PIA] Social Planning and Urban Design chapters and is a member of the SA Urban Design Chapter committee.

Richard is an affiliate member of the Australian Institute of Landscape Architects and a member of Urban Design Alliance QLD. He has been an active participant in the Urban Design Forum in South Australia through conference organising committees and as contributor and guest editor of the national UDF publication. He has previously been an executive committee member of the Australian Institute of Urban Studies [SA].

Richard has been a member of a number of advisory committees such as the South Australian Government Urban Design Panel and the Adelaide City Council Urban Design Advisory Panel.

Professional Experience: Prior to establishing the consultancy Richard had a career as a documentary film director and as a professional visual artist creating artworks for architectural spaces. Since 1988 his consulting has focused on the areas of: research, community consultation and cultural mapping; cultural planning and policy; integrated art; and urban design projects. He has undertaken consulting work for state and local government and corporate sector clients throughout Australia, New Zealand and England. Services include: research, consultation, planning, training and project management.

Richard's urban policy and creative city projects include local and state government projects in South Australia, Victoria and Queensland. In South Australia he has been involved in a number of major strategic studies including the *Adelaide 21 Project* for the state government and Adelaide City Council and the *Creative Councils* project for the Local Government Association. The *Creative Councils* project involved working with seven councils across metropolitan Adelaide and regional SA on the development of culturally informed strategic planning.

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Queensland projects include advising the Gold Coast City Council on their community cultural development policy and the groundbreaking *Creative City Strategy* and *Cultural Literacy* projects for Brisbane City Council. The Cultural Literacy project was an action research initiative to assist Brisbane City Council planning and design staff to develop a culturally responsive approach to providing public infrastructure. Richard led the team undertaking the cultural mapping, community consultation and policy development for Moreton Bay Regional Council's first Cultural Policy since amalgamation.

Richard has also been involved in undertaking research and the development of policy and strategies for a number of Victorian councils such as the Cities of Monash, Greater Bendigo, Casey, Brimbank, Yarra, Whittlesea and Port Phillip.

These cultural strategy projects included research, auditing and cultural mapping of cultural facilities and services. For example Richard was engaged by the Queensland Museum and Arts QLD to evaluate and assist with the development of a strategic plan for the Museum Resource Centre Network's work across regional Queensland. He has also undertaken national and international research into cultural facility service provision for Brisbane City Council and contributed to the preparation of a ten year strategic plan for the Chinese Museum, Melbourne.

Richard's work in the area of public art policy includes policies and strategies for Brisbane City Council, Caloundra City Council, the City of Wodonga and Adelaide City Council and he has provided policy advice to the Northern Territory Government and to Christchurch City Council, NZ. In 2009-2010 he led the team developing a new Public Space Activation and Public Art Strategy for the Footscray CAD.

Most recently he was one of three international public art experts invited to Abu Dhabi by the Crown prince's Court and the Urban Planning Council to advise on the development of a public art policy for the Emirate. Richard and his colleagues from the USA and UK worked with a large team of local planners, designers and city officials on the development of a framework to inform the future commissioning of artworks for public spaces across Abu Dhabi.

His public art master planning work includes: a five year public art plan for the City of Adelaide; a *Public Art Strategy Framework* for the Arts NT; a *Port Waterfront Public Art Framework* for the City of Port Adelaide Enfield and Newport Quays; and a *City Centre Master Plan* for Brisbane City Council. He was project director of Brecknock Consulting's team developing: a *Public Art Master Plan* for the City of Wollongong; the Lutwyche Road transport corridor for Brisbane City Council; and a *Public Art Master Plan* for the Kelvin Grove Urban Village in Brisbane.

Richard's urban art implementation projects include public and private sector projects in South Australia, Victoria, New South Wales and Queensland. They include public art projects for city spaces, landscape and foreshore projects, architectural projects, major infrastructure projects and planned residential developments.

Richard has over the last ten years worked with COMEDIA, [www.comedia.org.uk] a UK cultural 'think tank' on projects in Australia, England and Norway. In 2003 Richard was engaged by the SA Capital City Committee to develop the Thinker in Residence program for Charles Landry's three month *Rethinking Adelaide* residency.

During 2005-2006 he worked with Charles Landry and Phil Wood from Comedia on a series of Australian, New Zealand and English case studies as part of the *Intercultural City* study. The international *Intercultural City* project was launched in 2004 by COMEDIA with core funding from the Joseph Rowntree Foundation, a not-for-profit trust with an interest in social issues. The *Intercultural City* research project

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in essence seeks to better understand the value of cultural diversity and the benefits of cross-cultural interaction in cities.

The *Intercultural City* was a project with local, national and international scope. At its core were a series of local case studies of cities in England, Norway, USA, Australia and New Zealand. The international case studies focused on exploring local issues while also providing pieces of the big picture to inform a comparative analysis process. Richard led the research teams on the Logan City, Auckland City and the London Borough of Lewisham studies.

The projects involved extensive demographic research and analysis to establish the trends in population changes by ethnicity, religion and citizenship in order to build a picture of future diversity profiles. In each of the case study cities Richard undertook focus groups with people from a wide range of cultural backgrounds to hear their stories and to better understand their needs and aspirations.

Conferences: Richard has lectured regularly and presented papers on issues relating to cultural planning and art in the urban environment at national and international conferences.

In 2007 Richard co-presented creative city and cultural planning workshops in a number of Norwegian cities in partnership with Phil Wood from COMEDIA. His focus in the Norwegian workshops was on Vitality & Viability criteria as a basis for understanding the need to create a diverse and sustainable city.

Previous lectures and conferences including:

- *3rd International Urban Design Conference*, Canberra, 2010
- *2nd International Urban Design Conference*, Surfers Paradise, 2009
- *Creative Suburban Geographies*, QUT, Brisbane, 2009
- *Town Art*, Tokyo, Japan, 2008
- *ArkiPARC 2008*, Istanbul, Turkey, 2008
- *Subtropical Cities 2008*, Brisbane, QLD, 2008
- *The Intercultural Cities Conference*, Liverpool, England, 2008
- *International Cities and Towns Conference*, Sydney, NSW, 2008
- *Ballarat Multicultural Summit*, [keynote], Ballarat, VIC, 2007
- *Sight>Lines<Site*, [keynote] PIA National Convention, Perth, WA, 2007
- *Transformations*, Canberra, ACT, 2006
- *Diversity Matters: Planning & Designing the Intercultural City*, PIA, SA, 2006
- *International Cities and Towns Conference* [keynote], Newcastle, NSW, 2006
- *Culture and Place* [keynote], Auckland, NZ, 2006
- *Intercultural City*, AILA QLD Chapter, Brisbane, QLD, 2005
- *International Cities and Towns Conference*, Yeppoon, QLD, 2005
- *Transformations*, Canberra, ACT, 2005
- *Public Art – Public Places Symposium* [keynote], Wellington, NZ, 2004
- *International Conference on Cultural Policy Research*, Montreal, Canada, 2004
- *Creative Clusters Conference*, Brighton, England, 2004
- *2003 Cities Summit* [keynote], Property Council, Newcastle, NSW, 2003
- *People+Places*, AILA national conference, Darwin, NT, 2002
- *20th Century Heritage: Our recent cultural legacy*, ICOMOS, Adelaide, SA, 2001
- *Waterfronts of Art*, Barcelona, Spain, 2001
- *pARTicipate*, Americans for the Arts, New York, USA, 2001
- *A New Management For A New Millennium*, AIAM, Brisbane, QLD, 2000
- *TECNE*, RAlA, Brisbane, QLD, 1999
- *Australian Institute of Urban Studies* [keynote], Adelaide, SA, 1999
- *Artwork in Public Spaces*, Prague, Czech Republic, 1997
- *Art + Architecture*, Copenhagen, Denmark, 1996
- *Cultural Crossroads*, Griffith University, Brisbane, QLD, 1996
- *Intersection: A meeting of Art & Architecture* [keynote], RAlA, Adelaide, SA, 1996

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Writing: Richard has written extensively for Australian architectural, urban design and art journals. In 2004 he was guest editor for the Urban Design Forum broadsheet edition focused on culture and the built environment.

He is the author of *A New Renaissance: Contemporary Art Commissioning* published in 1996. [Available for free download from Brecknock Consulting website]

His book *More than just a Bridge: Planning and Designing Culturally* was published in England by COMEDIA in 2006. The book argues that culture is a basic building block of a city and provides a cultural literacy framework for planning and designing from a cultural perspective.

For more information on Brecknock Consulting please visit the link below:

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