

## **COUNCIL POLICY**

### Public Art Policy



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<b>RESPONSIBLE DEPARTMENT:</b>	Community Services
<b>LINK TO CORPORATE PLAN:</b>	Community - A Community that Values Art, Culture and History

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## **1. OBJECTIVE**

The Flinders' Shire Arts and Cultural Plan (2017-2022) outlines the direction and priorities for the region to develop a vibrant arts and cultural life in the community over the next five years.

Consistent with the vision, principles and strategies of the Arts and Cultural Plan, this Public Art Policy is designed to guide Council's approach to the development, planning, acquisition, maintenance, de-accessioning and integration of public art in the Flinders region.

The purpose of this policy is to outline the framework and principles which guide the provision of public art in the Flinders region. It is also intended to provide direction for Council's Arts Advisory Group (AAG) and inform the wider community of the Council's public art program.

Public art is fully, harmoniously and sustainably integrated into the public domain and is a highly regarded part of our way of life.

### Policy Objectives:

- support the development and commissioning of a diverse range of high standard permanent, temporary and ephemeral artworks in public places which contribute to the social, cultural, environmental and economic value of the area
- enhance the relationship between the community and their environment, heritage and contemporary culture providing an increased sense of identity, place and pride
- enhance the visual appeal of the urban environment and create a profile of the region as a culturally vital place
- support integration of public art into Council's capital works program to create high quality, innovative, distinctive and relevant public places
- improve funding opportunities for public art including incorporation into capital works projects and private developments
- support local established and emerging artists and facilitate community participation

## **2. SCOPE**

This policy applies to existing and future public art whether integrated, traditional, performance, ephemeral (temporary), multimedia or community based, that is located in facilities or on land owned or managed by Flinders Shire Council.

### 3. DEFINITIONS

**Public Art** - In its widest sense, public art is defined as artistic works created for, or located in part of, a public space or facility and/or accessible to the public. The site may be built, landscaped or natural or in parts of buildings frequented by the public.

**Permanent Artworks** - Permanent artworks are generally considered to be made from materials and construction methods that guarantee a lifespan of at least 10 years in external conditions. The artwork should be made to withstand wear and tear and, as far as possible, withstand vandalism.

**Temporary Artworks** - Temporary artworks are pieces that have a defined lifespan of no more than five years – or much less. Temporary artworks might be:

Sculptures made from found objects - Artworks on walls, hoardings, amenities, public infrastructure etc.

**Ephemeral Artworks** - Ephemeral art has an even shorter lifespan in the public domain than temporary art and may last for only a few hours or less. Ephemeral art may include

- Chalk artworks
- Performances
- Busking
- Projection images

### 4. ROLES AND RESPONSIBILITIES

<b>Policy Sponsor:</b>	<b>Manager, Community Services</b> Accountable for the delivery of the Public Art Plan
<b>Business Owner:</b>	<b>Manager, Community Services</b> Accountable for the delivery of the Public Art Policy
<b>Policy Implementation:</b>	<b>Community Development Officer</b> Facilitates implementation of the Public Art Plan and initiates considerations of individual projects
<b>Asset Owner:</b>	The owner of the asset that is to accommodate a new public art work will be involved in the decision-making
<b>Arts Advisory Group (AAG):</b>	The AAG will offer specialist advice and feedback according to its members' areas of expertise and their views as residents of the region
<b>The Project Manager:</b>	A Project Manager will be appointed by Council for each public art initiative. For larger scale projects a percentage of the capital cost of each project will fund a Project Manager for matters such as procurement, contracts, reporting, maintenance planning, fabrication and installation, in conjunction with the artist
<b>The Artist:</b>	The artist will be required to adhere to the terms of contracts prepared by the project manager which will outline his/her responsibilities in the phases of concept/design development and fabrication/installation

## 5. POLICY

### 5.1 Policy Statement

Consistent with the arts and cultural vision, the Finders Shire Council recognises the importance of public art in creating vibrant and attractive places across the region.

Council is committed to the incorporation of innovative, stimulating and relevant public art that enhances public spaces and enriches the character and identity of the community. It acknowledges that commissioning of artists, procurement and placement of artwork in the public domain can either substantially contribute toward or significantly detract from Council's vision for the development of the region. Public art, as an element of good design, can reflect and showcase the essence and ambitions of the region at any given time, as well as adding both social and economic value.

A coordinated approach is required to ensure that public artworks are relevant, meaningful and physically appropriate to the community.

### 5.2 Policy Scope

This policy applies to existing and future public art whether integrated, traditional, performance, ephemeral (temporary), multimedia or community based, that is located in facilities or on land owned or managed by Flinders Shire Council.

### 5.3 Policy Principles

- **Excellence**
  - The commissioning of high quality artworks (of whatever scale, style or function), which embody imaginative and appropriate concepts, well executed, intelligently and appropriately sited and which will stand up well to national comparison.
- **Integration**
  - Council recognises that public art is an integral part of development of projects within the public domain. Integration means the identification and scoping of projects in the development phase of capital works projects. Integration also refers to the public art itself – the artworks do not need to be an exclusive 'layer' in the design process and can be functional: for example, paving, seating, building design, lighting, play equipment etc.
- **Sense of Place**
  - Council recognises that public art plays an important role in enhancing a sense of place for the community. A sense of place is central to feelings of community identity and belonging. A sense of place captures and creates our desire to belong, not just to a community, but to the places around us. Public art contributes to a sense of place by humanising spaces and giving them a human voice and scale.
- **Distinctiveness and Diversity**
  - Public art can be a powerful medium to reflect diversity, share stories and connect us to the history of a place. These elements contribute to the uniqueness and individuality that make places distinct. Council recognises that experiencing a diverse range of opinions and ideas that might be different from our own contributes to a strong and cohesive community. Public art can contribute to the richness and meaning of public spaces by offering experiences and values from a different perspective. The public artwork, in itself, then becomes a part of the history of that place, and part of the memories of those who interact with it

- **Imagination and Creativity**
  - Public art provides an opportunity to celebrate the imagination and creativity not only of artists but also of our community. There will be opportunities for monuments and memorials, but there is also room for colour, movement, originality, inspiration, and whimsy
- **Community and Collaboration**
  - Council recognises that public art is most effective when it is collaborative. Collaboration in this sense could be between artist and designer, landscape architects, architects, planners and developers, or artist and the community. The active participation of the community in the creation of public spaces can make a positive contribution to the development of public spaces, by enhancing a sense of belonging and place, and can be a factor in the reduction of vandalism
- **Access and Equity**
  - Public art should be accessible to all members of the community, irrespective of their age, ability or socioeconomic status. Public art is usually considered to be a primarily visual experience but it can also provide a range of sensory experiences. It can be tactile, aural, and/or aromatic as well as visual. Artworks can be interactive and can include elements of play for adults and children
- **Learning and Discovery**
  - Public art has a unique opportunity to be able to educate and inspire people about the natural and urban environments and the history of the places around them. Where appropriate, public art should contain an element of learning and discovery of the local picture through interactive and inspiring artworks
- **Busking and Public Performance**
  - Council recognises the valuable contribution public performance makes to enjoyment of public space and culture. Busking and public performance should be encouraged and facilitated where appropriate.

## 6. PUBLIC ART CATEGORIES

The Public Art Policy is designed to animate and facilitate an integrated public art program involving a combination of three strategically linked categories. The collective scope of these categories aims to encourage a climate in which innovation, design and art contributes to the cultural life, liveability and amenity of the region.

**New Works** - refers to the acquisition of artworks for public space and the contribution of artists to the design of new public spaces. This may involve: Sites of civic, cultural, historical and redevelopment significance Existing and proposed designated open and/or public access space and infrastructure, such as parks, streets, business centres, geographical features, recreation and civic facilities

**Collections Management** - refers to existing Public Art assets in Council's ownership, care or on Council controlled Land. The Collections Management category acknowledges the works as being of value and significance and requires the preparation of asset management plans for their management, care, maintenance and conservation. The category also requires presentation and promotion strategies to raise awareness of the collective value and significance of the collection. Public Art assets will be listed in Council's Asset Register.

**Public Programs** - refers to the development of programs, projects and activities that encourage increased civic and cultural identity, community awareness and involvement in local area planning, and public place making activities. The program embraces a commitment to delivering accessible and relevant projects and activities that engage broad community involvement and provide professional development and skills opportunities for local emerging artists and designers.

## 7. PUBLIC ART THEMES

Council understands that Public Art can convey various ideas, themes and meanings. Consistent with the ideas outlined in the Arts and Cultural Plan, Council is particularly keen to see contemporary works which address and express ideas around:

- Pre-history
- Early explorers
- Settlement heritage
- Indigenous heritage
- Pastoral themes
- Bio-diversity
- Wild Flowers
- Stories (i.e. Dunny can bridge)

## 8. PROCESSES

Different public art projects will have different processes for commissioning and decommissioning. All processes will proceed in accordance with Council's Procurement Policy.

## 9. RESOURCING

To facilitate public art projects Council will establish a Public Art Reserve. The balance of funds available in Council's Public Art Reserve will be determined at the time of the Council's annual budgeting process. Concurrent with this process, the Manager, Community Services will be responsible for coordinating a process to determine specific public art projects to be undertaken during the course of the financial year, to be recorded in an annual action plan. This determination will be based on: available funds, the list of project priorities identified in the Public Art Development Plan 2017 – 2022 and the recommendations of the Art Advisory Group. Council will be called upon to formally approve each annual action plan.

Public Art Projects funded by external grants and contributions will be managed as they arise.

Expenses for public art projects will include project management and/or consultants' fees, tender costs, legal and contractual documentation, artists' fees, materials and fabrication, design, risk management and liability costs and public art maintenance and conservation.

Partnerships will be sought to extend the capacity of Council to deliver quality public art projects, including partnerships at a local level through Council's various grants programs, State and Federal grant opportunities and private sector partnerships.

In compliance with Council's Collections Management approach for each new public art work, a maintenance schedule and de-accessioning plan will be developed, outlining costs and frequency of maintenance, expected life of the work and the conditions under which it may be de-accessioned.

A percentage of funds will be allocated from the Council's annual maintenance budget to cover the maintenance of Public Art works, as detailed in an annual maintenance schedule.

## 10. PLANNING AND COMMISSIONING PUBLIC ART

Council will support the development and commissioning of a diverse range of artworks in public places that adds to the social, cultural, environmental and economic value of the area. Consideration will be made to:

- Integrity of the work
- relevance and appropriateness of the work to the context of the site

- consistency with planning and environmental policies, design guidelines and the opportunities and priorities outlined in the Public Art Development Plan
- public safety and public access
- sustainability of funding including ongoing maintenance and
- maintenance and durability

Council will encourage the provision of artworks in private developments where there is significant publicly accessible space. The commissioning of local artists will be supported and encouraged.

Opportunities and priorities for new works and projects are detailed in the Public Art Development Plan 2017-2022. Depending on resources available each year either through the Public Art Reserve, alternative funding sources or, in the case of public programs, annual program/project allocations, an annual action plan will determine the priorities for implementation in any given year. Details relating to the commissioning, assessment, contracts, fees, copyright, insurances, risk management and other matters relating to operationalising the Policy are detailed in the Public Art Development Plan 2017-2022.

## 11. MAINTENANCE AND DECOMMISSIONING OF PUBLIC ART

Council will carry out regular cleaning and maintenance work of public art where required, allowing for normal wear and tear. Any minor repairs which can be carried out by Council without interfering with the integrity of the original works will be undertaken without reference to the artist. Where Council determines the original artist's involvement is required, the artist will provide their services for a fair and reasonable fee. Where Council considers the proposed fee is not fair and reasonable, Council will have the right to seek the services of another artist.

Where the work has been severely damaged or has lost the original intent or relevance, or Council is redeveloping the area, Council has the right to decommission the work and make reasonable effort to contact artist.

## 12. EVALUATION

Monitoring and evaluation will play a critical role in the Shire's Public Art agenda. In accordance with the Policy's three strategic Public Art categories, this Policy will be reviewed and evaluated on an annual basis against the following key performance indicators:

- **New Works**
  - The diversity of acquisitions of artworks for public space and their ability to reflect innovation, site relevance and local character through a variety of mediums
  - The contribution of artists to the design of new public spaces
  - The procurement of New Works through partnerships with Government agencies, the corporate and other partners
- **Collections Management**
  - The preparation of asset management plans for the management, care, maintenance and conservation of Public Art under Council's ownership, care or on Council-controlled land
  - The development of presentation and promotional strategies to raise awareness of the collective value and significance of council's Public Art assets
- **Public Programs**
  - The development of programs, projects and activities that encourage increased civic and cultural identity, community awareness and involvement in local area planning, and public place making activities

- The development of programs that embrace a commitment to delivering accessible and relevant projects and activities that engage broad community involvement and provide professional development and skills opportunities for local emerging artists and designers.

### **13. RELATED DOCUMENTS (LOCAL LAWS, POLICIES, DELEGATIONS ETC)**

This Policy refers to and link with the following documents:

- Flinders Shire Community Plan 2011-2021
- Flinders Shire Arts and Cultural Policy and Plan 2017-2022
- Flinders Shire Procurement Policy
- Flinders Shire Planning Scheme
- Flinders Shire Streetscaping Plan
- Flinders Shire Open Space Master Plan

### **14. RISK ASSESSMENT**

When applying this policy, Council will consider all risks associated with the design, location and installation of each work and any ongoing public risks whilst the work is in situ, in a comprehensive risk management plan.

### **15. REVIEW TRIGGER**

Policy is to be reviewed every 4 years.

### **16. PRIVACY PROVISION**

Council respects and protects people's privacy and collects, stores, uses and discloses personal information responsibly and transparently when delivering Council services and business.

### **17. APPROVAL**

Adopted at the February 2017 Council Meeting - Resolution Number 1130

### **18. ACKNOWLEDGEMENT**

This policy was prepared by Stephen Clark from aha! Good thinking and supported through Regional Arts Development Funding. The Regional Arts Development Fund is a partnership between the Queensland Government and Flinders Shire Council to support local arts and culture in regional Queensland.