

## Public Art

<b>Policy Name:</b> Public Art Policy	<b>Policy Number:</b> POL-0073-V02
<b>Date Adopted:</b> 27 June 2017	<b>Review Date:</b> 27 June 2020
<b>Policy Owner:</b> Group Manager Community Connections	

### 1. Policy Statement/Objective(s)

Shellharbour City Council is committed to the sustainable development of a dynamic, vibrant and liveable city that values and celebrates the unique diversity of our people, places and environment. Of importance, is the significant role that Council plays in shaping the City's public realm. One aspect of this is a commitment to the incorporation of art in public spaces, ensuring that arts and culture can be enjoyed as a part of everyday life and is local, inspiring, diverse and accessible.

The integration of art into the fabric of the City plays an essential role in developing a sense of identity, place and pride in public spaces. Stimulating, innovative and relevant artwork enhances public space, expressing, valuing and giving meaning to Shellharbour's unique environment, history and culturally diverse society, while also having the potential to create a positive economic impact.

Council has the opportunity to increase public art through commission, acquisition by purchase, donation or facilitation and advocacy.

This Public Art Policy and associated documents are intended to guide the implementation of sustainable, clear and professional processes for Shellharbour's public art program. This integrated framework of principles expresses the City's commitment to the inclusion of public art in the overall strategic planning of the City, as well as the implementation of the Community Strategic Plan 2013 - 2023 and Make, Play, Grow: A strategy for a more creative Shellharbour 2015 – 2019. The framework aims to:

- Provide clear guidelines for the funding, procurement, management and quality of all public art in Shellharbour, both new and existing;
- Inform the preparation of Council's Strategic and Development Control Plans, including budget planning and capital works programs;
- Enrich Shellharbour's public places to create vibrant spaces that connect local communities with Shellharbour's environments, culture, heritage and identity while fostering creativity, interaction, knowledge and innovation;
- Plan for and preserve our community's cultural heritage and assets for the enjoyment of future generations;
- Facilitate a regular program of permanent and temporary public art for Shellharbour;

- Promote and support local professional artists, creative activity and community art projects in public spaces, both permanent and temporary; and
- Encourage, influence and support the inclusion of public art within urban renewal and new development projects, including private sector development in the local government area.

## 2. Scope

The Public Art Policy will guide the future direction and strategy for creation of new works and conservation of existing works in the Shellharbour local government area. This will apply to:

- Any public art in the local government area commissioned by Council;
- Any external generated application to undertake urban and public art works, commissions, grants and major capital works;
- Council developments and community facility capital works;
- Public art requirements for private and commercial development;
- Existing public art in the local government area;

## 3. References

Nil

## 4. Definitions

### **Public Art:**

The term 'public art' is defined as art installations or activities which are experienced by, or are accessible to, the general public in the public domain. Public art may be permanently incorporated within the fabric, design or fixtures of a building or place, or be a temporary project such as art installations and events. Public art is work that results from the involvement of a professional artist and includes the conceptual contribution of an artist to the design of public spaces and facilities. A best practice approach, particularly in integrated public art, involves close collaboration between artists, professionals or designers who work in the built environment, key project stakeholders and the community.

Public artwork may include, but is not limited to: sculpture, performance, sound, moving image, light, digital art, painting, photographs, murals, street art, and other two-dimensional art forms, integrated art and design features, sculptural architecture, installations and emerging practices in digital media.

Commercial promotions, mass-produced 'art objects' such as street furniture or playground equipment, landscaping or generic hard-scaping elements, which would normally be associated with a project, are not considered to be public art.

### **Professional Artist:**

For the purposes of this Policy, a professional artist is defined as a person who is able to demonstrate at least one of the following criteria:

- Has specialist training within their field (not necessarily in academic institutions) and is involved in the creation of art as their profession;
- Has demonstrated professional standing through exhibitions, commissions, awards and prizes and is considered an artist by his or her peers or the arts industry;
- Has had work purchased by major public and private collections;
- Makes, or endeavours to make a living from their arts practice.

Craftspeople who practice within the above parameters are also considered professional artists.

Dependant on the requirements of the public art project, at times it may be appropriate to be flexible with this definition, for example, in the case of emerging artists, Aboriginal or Torres Strait Islander artists or students. These requirements will be specified within the artist brief.

## 5. Variation and Review

Council reserves the right to review, vary or revoke this policy.

### Review History

Date Policy first adopted – Version 1	27 Nov 2012
Date amendment adopted – version 2	27 June 2017

## 6. Policy

### 6.1 Principles

Shellharbour City Council supports the development of public art in the City by:

- Ensuring that the heritage and culture of Shellharbour's Aboriginal and Torres Strait Islander people, and people from a range of cultural backgrounds are recognised, respected and celebrated in public spaces;
- Activating public spaces through the instigation, facilitation and support of temporary public art and community art projects;
- Commissioning, supporting and facilitating diverse, innovative and vibrant site-specific contemporary artwork;
- Advocating for, supporting and promoting the development of high quality public art and place-making strategies in private and commercial developments;
- Maintaining a register of artworks and providing a sustainable framework for the maintenance and conservation of Shellharbour City's public art collection, and ensuring inclusion in Council's Asset Management Program;
- Integrating public art within Council's wider policies and strategies, including budget planning and capital works programming, to support a holistic approach to the design of public spaces which inspire excellence, innovation and cultural diversity within the city;

- Supporting local artists by providing opportunity for the development of professional skills and competitive tendering for public art commissions;
- Accepting and supporting professional rates of pay for artists, designers and craftspeople; and
- Developing and promoting programs that engage and educate the community about public art in Shellharbour City.

## **6.2 Implementation**

This Policy will be implemented and public art projects delivered through partnerships with the community, the private sector and other levels of government.

A toolkit will be developed to support the principles and implementation of the Policy. This toolkit will guide process and procedure in all aspects of public art procurement and ongoing asset management.

Within Council, all internal departments tasked with responsibilities relating to public art, urban design and planning will be responsible for jointly implementing the Public Art Policy in line with the toolkit in order to maximise opportunities and ensure efficiencies.

## **7. Related Forms**

Nil

## **8. Attachments**

Nil

### **Policy Authorised by:**

Name: Ordinary Council Resolution No. 340

Date: 27 November 2012