

# Public Art Policy

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<b>Related legislation:</b>	Local Government Act 2020 Creative Victoria Act 2017 Heritage Act 2017 Planning and Environment Act 1987 Charter of Human Rights		
<b>Related strategic documents, policies, or procedures:</b>	<ul style="list-style-type: none"> <li>• Creative State 2025</li> <li>• Visitor Economy Recovery and Reform Plan 2020</li> <li>• VicHealth Arts Strategy 2019-2023</li> <li>• Loddon Mallee COVID-19 Regional Economic Recovery Plan 2021</li> <li>• Loddon Campaspe Regional Economic Growth Strategy 2019</li> <li>• Delkunya Dja – Dja Dja Wurrung Country Plan 2014-2034;</li> <li>• Mount Alexander Shire Council Community Use of Public Assets Policy</li> <li>• Mount Alexander Shire Council Private and Commercial Use of Public Space Policy</li> <li>• Mount Alexander Shire Local Laws policy framework</li> <li>• Mount Alexander Shire Asset Plan 2021</li> <li>• Mount Alexander Shire Council Plan 2021 – 2025</li> <li>• Mount Alexander Shire Reconciliation Action Plan 2020</li> <li>• Mount Alexander Environment Strategy 2015-2025</li> <li>• Mount Alexander Shire Public Open Space Strategy 2016</li> <li>• Mount Alexander Shire Streetscape Plans</li> <li>• Mount Alexander Shire Conservation Management Plans</li> <li>• Mount Alexander Shire Gender Equity Plan</li> </ul>		

Date	Version Number	Details of Version	Modified by
6/12/2022	2	This Policy replaces the previous policy dated 10 May 201	Manager, Economy and Culture

## 1. Purpose

The purpose of this policy is to ensure:

- The integrity of the process for procurement, commissioning, management and de-commissioning of public art
- Adherence to the best quality and standards of construction and installation
- Financial affordability of initial procurement and ongoing maintenance of public art installations
- That the brand and identity of the Shire is celebrated through public art
- All artwork shows respect for and upholds the Charter of Human Rights and Anti-Discrimination law.

## 2. Scope

The Public Art Policy provides the criteria for the assessment of all public art considered for commissioning by the Council, or acquired by purchase, donation or transfer, and provides a framework for the management of the public art collection.

Public Art is art that exists in public spaces and is freely accessible to all.

Public Art is made using a wide range of materials and includes large-scale and small works.

Public Art may be permanent or temporary.

Permanent Public Art is art in the public realm that exists for more than 2 years. It is enduring from the outset and comprises durable materials and robust fabrication methods that can be maintained with reasonable effort for its approved life in the public realm.

Temporary Public Art is art in the public realm with a finite lifespan of up to 2 years.

## EXCLUSIONS

Unless designated as pieces of public art, standard street furniture, interpretive signs, playgrounds and fountains are outside the scope of this policy. Memorials and statues, including war memorials, are also outside of this scope and are covered by Council's Memorial and Statues Policy. Events, and activations associated with events, also sit outside the scope of this policy.

## 3. Policy

### **3.1. Council will support local artists through art projects**

To achieve this we will:

Support local artists to be featured in art projects initiated by Council and where possible support local projects that support local artists.

### **3.2. Council will support contemporary and traditional Aboriginal and Torres Strait Island artists and story-telling**

To achieve this we will:

Work closely with contemporary and traditional Aboriginal and Torres Strait Island artists to produce work that promotes awareness of the local land and its original peoples.

### **3.3. Council will support arts projects that contribute to vibrant town centres**

To achieve this we will:

Commission community artworks in appropriate locations that enhance and celebrate the distinct characteristics of the Shire's town centres and cultural precincts and contribute to the identity of each place.

### **3.4. Council will actively seek out partnerships to facilitate public art opportunities**

To achieve this we will:

Explore a range of partnership models to facilitate the development of artworks and programs that are relevant and timely. A memorandum of understanding will be used to establish roles and responsibilities for any proposed partnership.

### **3.5. Council will manage and maintain the Shire's collection of permanent art works**

To achieve this we will:

Ensure that all works are constructed to a standard that warrants the integrity of the work for its agreed life in the public realm. An ongoing collection management system to

maintain and assess works in the collection will be administered; including documenting and cataloguing the collection to enable identification, informed management decisions and the provision of information to the public. The Public Art Collection will, as far as funding allows, be structured and administered in accordance with museum standards and within best practise.

### **3.6. Council will rely on input and advice from community subject matter experts to assess the merits of any Public Art proposal.**

To achieve this we will:

Establish an independent, expert Public Art Advisory Panel (the Panel) to ensure the integrity and consistency of art acquisition processes and to provide collective advice on the artistic merit of any proposal, whether developed by Council or the community.

The Panel will consist of local, esteemed arts professionals to provide key artistic advice on commissioning, siting and decommissioning of Public Art for the public realm.

The Panel will be subject to a Terms of Reference (Doc/22/49027).

## **4. Roles and Responsibilities**

Public Art Advisory Panel	Make recommendations to Council
Council	Final approval on permanent Art installations
Chief Executive Officer	Approval for temporary Public Art
Manager of Economy and Culture	Approval for temporary Public Art

## **5. Definitions of Abbreviations Used**

A table of terms and their definitions as they relate to the policy

Term	Definition
Public Art	<p>'Public Art' is defined as art work located in public spaces that enriches our experience of those spaces. Public art can include forms or approaches that are:</p> <ul style="list-style-type: none"> <li>• installations integral to a place, including cultural markers such as Reconciliation Stones, or environmental art</li> <li>• stand-alone, three-dimensional public art such as sculptures</li> <li>• 'landmark' artworks conceived from the outset as a destination or cultural icon</li> <li>• features applied to an exterior surface, such as mosaics, murals or reliefs</li> <li>• creative activation that may be transitory in nature, such as digital art</li> </ul>
Public Art Advisory Panel	A group of community members engaged to make recommendations to Council on the installation of proposed permanent Public Art installations.
Acquisition	Purchase
Commission	Engaging an artist to create a work of Public Art
Decommissioning	Take a Public Art piece out of action.

## 6. Human Rights Statement

It is considered that this policy does not impact negatively on any rights identified in the Charter of Human Rights and Responsibilities Act (2006).

This policy acknowledges its links to Article 27 of the Universal Declaration of Human Rights which states that “everyone has the right to freely participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits”.