

POLICY

Policy name	Public Art Policy
Responsible manager(s)	Divisional Manager Community Development and Participation
Contact officer(s)	Coordinator Creative Arts Development
Directorate	Community, Arts and Recreation Services
Approval date	11 October 2022
Outcome area	3 Our region of vibrant places and space
Strategy	3.3 Embrace and value our creative arts
Delivery program	3.3.2 Develop and promote creative arts activities and industries, as guided by the Creative Arts and Public Art Strategies
Operational plan	3.3.2.1 Provide opportunities for the community to participate in creative arts

Purpose

The purpose of this Policy is to encourage, promote, guide, facilitate and assist with the planning, development, procurement, implementation and care of public art in Eurobodalla. Moreover, the policy supports the important role public art plays in a lively, representative cultural identity, the visitor economy and supporting the wellbeing of the community.

Policy aims:

The policy aims to guide Council to:

- Encourage art in public places in Eurobodalla.
- Raise the profile, recognition, understanding and appreciation of public art and its development.
- Aspire to install public art that complements and enhances the natural and built environments of Eurobodalla and reflects its unique character, history, values and aspirations.
- Guide and facilitate a coordinated and strategically planned approach to the development and management of public art in Eurobodalla.
- Consider public art in Council's strategic directions, policies and planning controls.
- Encourage the production and installation of high quality, innovative public art that is meaningful, relevant, diverse in character and aesthetically pleasing.
- Provide for public art in Eurobodalla that is adequately resourced and effectively managed.
- Ensure that public art in Eurobodalla is appropriately preserved, conserved and where necessary, restored.
- Appropriately acknowledge and record public art in a public art register that is established and maintained.
- Ensure that public art in Eurobodalla is sustainable in social, cultural, environmental and economic terms.
- Promotes engagement in the arts to support recovery from recent disasters including bushfire, Covid 19 and floods.
- Considers public safety as a priority when considering cultural gifting, donations, commissioning or purchasing artworks.

Policy statement

1	Application This policy applies to the whole Eurobodalla community. For the purpose of this policy, roadside memorials, the naming of parks, reserves, sports fields and memorial seats are not included.
2	Public Domain This Policy applies to public art located in the public domain under the care and control of Council
3	Public Art Public art enhances the quality of public domains such as business precincts, parks and community spaces by making them more attractive. Public art also contributes to the cultural legacy for the future. The fabrication of site-specific public art is the ideal mechanism to increase amenity usage, attractiveness and vitality, animate spaces and provide innovative solutions for functional requirements. Council also acknowledges from time-to-time cultural gifts will be offered for donation that are not site specific. Acceptance of these will be through a review of the aims of this policy including safety, maintenance requirements and value to the community. Public art also includes a range of other designed features in the public arena such as street furniture, decorative pavement, ephemeral (non-permanent) pieces and lighting treatments as examples.
4	Culture and Community Permanent and transitory or ephemeral public art works reinforce and highlight cultural traditions, heritage and reflect the community's temperament and distinctive qualities. Public art has the capacity to engage community members, excite, amuse, challenge; foster public discourse, humour and reinvigorate a community's sense of place, pride, identity and connection and therefore contribute to our community's resilience and recovery. Public Art also has a role to play in supporting the local economy and visitor attraction.

Implementation

Requirements		Responsibility
1	Strategy A Public Art Strategy has been adopted by Council, which provides the strategic directions and framework for the ongoing development and integration of public art into the public domain. The Public Art Strategy has been adopted to support the development of public art in our local government area for use by the range of stakeholders that may integrate public art into a range of community and environmental contexts. The Public Art Strategy is guided by six principles: <ol style="list-style-type: none"> Public art will create a dialogue about the destination and locality of Eurobodalla 	Coordinator Creative Arts Development

	<ol style="list-style-type: none"> 2. Art will support a culture of imagination and engagement about lived and remembered experience 3. Art will partner with urban design, landscape and architectural design and construction 4. Innovative, contemporary thinking will guide public art in in Eurobodalla 5. Support for creatives and creative industries will underpin art development 6. Artworks will be well managed, safe, durable and easy to maintain. <p>The Public Art Strategy can be accessed via this link: Public-Art-Strategy.pdf (nsw.gov.au)</p>	
2	<p>Code of Practice</p> <p>This policy will be implemented by following Council's Public Art Policy Code of Practice. This is a document that provides the framework and requirements for the process for the development of public art in the shire.</p>	Coordinator Creative Arts Development
3	<p>Staff</p> <p>Under supervision, applicable council staff will be responsible for ensuring that policies are implemented appropriately within their work area.</p>	Council Officers
4	<p>Public Art Requests</p> <p>All requests for placement of public art in the public domain will be reviewed by Creative Arts Services. Significant public artworks will require endorsement by Director Community Arts and Recreation and the General Manager.</p> <p>The Moruya Library and Arts Centre has Deductable Gift Recipient status and can accept donations of work via the Cultural Gifts Program. All such donations will be assessed by Creative Arts Services against the criteria set out in the Public Art Code of Practice.</p>	Coordinator Creative Arts Development
5	<p>Installation</p> <p>When Council receives offers of public art as a gift to the community there is also a requirement to install and/or light the artwork. Installation and lighting costs will need to be considered as a part of the 'gift' by the donor. Council will cover the cost of engineering advice to confirm installation requirements are to standard and the artwork is structurally sound. The cost of installation will be determined on a case-by-case basis. Installation requirements will be included in recommendations to the Director Community Arts and Recreation and the General Manager.</p>	Coordinator Creative Arts Development
6	<p>Concerns</p> <p>Concerns received regarding this policy will be recorded on council's Customer Service Request (CSR) or records system and handled in accordance with council's Customer Service Requests Policy. They will be</p>	Council Officers

	used to analyse the history of concerns and to help determine follow up actions.	
7	Complaints Complaints received regarding this policy will be lodged with the Public Officer and handled in accordance with council's Complaints Policy.	Public Officer
8	Consultation Consultation regarding this policy will occur as relevant and may include legislative bodies, other relevant legislation, industry guidelines, Council staff and public comment.	As applicable

Review

This policy will be reviewed every 4 years. It may also be reviewed and updated as necessary if legislation requires it; or when Council's related policies, functions, structure or activities change; or when technological advances or new systems change the way that Council manages Public Art. The policy may be revoked at the expiration of twelve months after the declaration of the poll for the next general NSW local government election, unless Council updates or revokes it sooner.

Note: The next general local government election is expected to be held in September 2028

Reviews of the effectiveness of this policy could include the following:

Performance indicator	Data source(s)
Strategic Directions	Public Art Strategy
Community Concerns	Council records
Customer Feedback Survey Responses	Surveys
The effectiveness of the policy will be measured by; <ul style="list-style-type: none"> • Level of awareness of and implementation of the policy by community and staff. • Satisfaction in the project implementation of the process. • Evaluation of individual projects. • Public sentiment about public art in the Shire • Internal review by staff. 	Coordinator Creative Arts Development

Governance

This policy should be read in conjunction with any related legislation, codes of practice, relevant internal policies, and guidelines.

Related legislation and policies

Name	Link
Local Government Act 1993	www.austlii.edu.au/au/legis/nsw/consol_act/lga1993182/

Related external references

Name	Link
Division of Local Government	www.dlg.nsw.gov.au/

Definitions

Word/Term	Definition
Public Art	For the purpose of this policy, the term public art includes but is not limited by any or the combination of the following public arts practices:
Traditional Arts Practices	Sculpture, painting, billboards, murals, screens, photography, mosaic installations, soundscapes, street art.
Multi-media	Works using digital imagery, film, video, photography and cybernetics.
Landscape design	Interpretations through land art, landscape as earthworks, and designed landscape as installations.
Functional design	Architectural forms, facades, furniture, textiles, carpets, door handles, glass features, paving, pathways, floors, walls, windows, doors, stairways, fencing, bollards and street furniture, exercise equipment and playgrounds.
Signage	Works using graphics, lighting design, re –interpreted industrial artefacts and designs
Ephemeral Art	An experience constructed by artists making site-responsive milieus. Transient works captivated in memories of the experience. (kinetic art, performance, fluid works, lighting design, temporary installations, flash mob, chalk art).
Memorials	Something designed to preserve or commemorate the <u>memory</u> of a person, anniversary, etc., as a monument or event.
Monuments	Something erected in memory of a person, event, etc., as a building, pillar, or statue.

Change history

Version	Approval date	Approved by	Min No	File No	Change
1	26 Apr 2006	Council	06/84	96.0152	Policy commenced - Cultural Plan 2006-2010
2	22 Sep 2009	Council	09/291	E09.3418 E96.0152	Policy retained, report G09.99

3	27 Aug 2013	Council	13/246	E13.7095 E96.0152	Updated Policy Template, updated review date. Report O13/131.
4	27 June 2017	Council	17/214	E16.0297 E96.0152	Reviewed and readopted at start of new council term.
5	11 October 2022	Council	22/166	E96.0152	Reviewed and readopted at start of new council term.
6	TBA	Council	TBA	TBA	TBA

Internal use

Responsible officer		Divisional Manager Community, Arts & Recreation services		Approved by	Council
Min no	22/166	Report no	GMR22/100	Effective date	11 Oct 2022
File no	E96.0152	Review date	Sep 2020	Pages	6