

Public Art Policy



Purpose

This Public Art Policy outlines the aims, objectives, scope and principles for public art. Guidelines for assessing and implementing public art have been developed to support this policy.

The purpose of the Public Art Policy is to guide and encourage the exhibition and inclusion of art within public places, ensuring the valued characteristics of the Glen Innes Severn Local Government Area (LGA) are enhanced. The Public Art Policy relates to visual and performing arts located in a public place. This Public Art Policy aims to complement, and not override, Council's planning regulations such as Development Control Plans and is subject to Council having a budget or funded project involving public art.

Outcomes

The objectives of the Public Art Policy are to:

- Encourage art in public places in the LGA;
- Contribute to raising the profile and recognition of art and arts development;
- Implement processes so that public art complements and enhances the valued characteristics of the LGA, e.g., community oriented, well maintained open space and heritage values;
- Guide a co-ordinated and planned approach to the development and management of public art;
- Provide clear guidelines for Council and the community regarding public art development and responsibility; and
- Where relevant, implement processes and systems so that this Public Art Policy is reflected within Council's strategic directions, policies and planning controls, and vice versa.

Policy Statement

Policy Scope

The Public Art Policy encompasses all forms of art including but not limited to:

- The visual arts such as painting, sculpture, mosaics, monuments, crafts, temporary installations (interactive or immersive), street art, pottery, artisanal craft or specially designed and/or crafted objects aimed at enhancing the built environment as part of urban design;¹ and
- A range of performing arts such as music, song, mime, dance, street theatre, etc.

¹ The term 'urban design' refers to the design of the built environment within spaces such as streetscapes, and parks located in an urban setting.

Policy Principles

The following principles provide a framework for the development of public art in the LGA. These principles will guide Council and its staff, the community and other relevant bodies in decision making and public art initiatives.

The Principles	Basis of the Principles
The concept of public art is supported in the LGA.	It is recognised that public art provides opportunities for creativity and diversity, enhancing the environment and expression of the LGA's culture and heritage.
Public art should be accessible, i.e., the public having the opportunity to engage with art.	The inclusion of art in public places can encourage a greater awareness and appreciation of the arts. This is particularly so if the art is accessible to the greatest number of people.
Public art should aim to reflect and/or complement the characteristics and features that are valued in the LGA, e.g., natural environment, heritage etc.	The LGA's natural environment and planned development are highly valued, and public art should be sensitive to these values. The use of landscaping to integrate artwork within the environment is encouraged.
The standard of public art in the LGA should be to 'strive for excellence', while allowing for diversity and individual creativity. The assessment of 'standard' should ensure there are no negative impacts on the LGA's valued characteristics.	It is recognised that the assessment of 'standard' can be subjective, particularly given the individuality of art, and the need to encourage and support creativity and self-expression. The main criteria for assessing standard should be that artwork complements the built and natural environment in which it is located.
The type and range of public art will generally not be constrained, i.e., creativity and diversity will be encouraged. However, public art that creates a safety risk, is obscene or offensive, or adversely impacts on the natural or built environment will not be supported.	Diversity should be encouraged to enable communities and retail areas to express their sense of identity, and to encourage creativity and self-expression by artists. However, where there is a risk management issue or a demonstrable negative impact, the Council may determine that a proposed artwork is not appropriate.
Public art will provide an opportunity for cultural expression.	Public art can generate a wider and deeper understanding of cultures and diversity and bring peoples from different cultures and backgrounds together, both during the process of designing public art and in its enjoyment through publicly accessible installation.
The integration of public art within urban design will be encouraged.	Public art has the potential to transform an urban setting and create a distinctive character and sense of identity. For example, art can be integrated at the design stage through signage, lighting, park furniture, streetscapes, pathways and art in playgrounds at minimal cost, as the basic structure may need to be provided anyway.

The Principles	Basis of the Principles
<p>Whilst local artists will be encouraged to submit for public arts work and will be informed of opportunities, being a local artist will not be a requirement of public art expressions of interest.</p>	<p>A range of criteria will be used to assess applications for public art as outlined in this Policy. The main emphasis will be on achieving 'excellence' and it may be appropriate to commission an artist other than from within the LGA.</p>
<p>There will be adequate and appropriate consultation and involvement with the community and other relevant bodies regarding the establishment of public art.</p>	<p>The community will be consulted regarding public art in accordance with Council's Community Engagement Strategy, with the level of consultation dependent on the significance or potential impact of the art.</p> <p>There may need to be consultation with government bodies, e.g., regarding major road reserves on main transport routes, or the commercial sector linked to retail areas.</p>
<p>Where there are significant maintenance or safety issues, or artwork is inappropriate for its environment, existing public art may be removed, relocated or modified. Where possible, removed artwork will be replaced by other public art in consultation with the community and the artist who created the original work.</p>	<p>There may be existing artwork that requires significant upgrade or has safety issues, or its replacement may benefit the community or the environment. Removing or modifying artwork should only occur following proper assessment and consultation.</p>
<p>Partnerships between Council, community groups, the commercial sector and other levels of government will be encouraged in the establishment and integration of public art.</p>	<p>Due to a range of other priorities, Council may not be the sole funding source for public art projects. Funding may be sought through Federal and State government authorities such as the Australia Council, Ministry for the Arts, etc. Sponsorship and partnership will be encouraged and sought.</p>
<p>Public art in urban settings should be encouraged through urban design grant programs provided by Council or other funding bodies.</p>	<p>The inclusion of public art, used to enhance an urban setting, could be a criteria of grant programs.</p>

Applicability

The Public Art Policy applies to a range of circumstances, including:

- Where artwork has been initiated by Council, a representative or group within the community, another public body or the commercial sector;
- Whether artwork is minor or major, for example a mosaic linked to a community building or a large sculpture in a park;
- Donated artwork as well as artwork that has been obtained on a commercial basis, i.e., regardless of whether payment has been made; and
- The temporary as well as permanent exhibition of artwork, for example a one-off street performance or a more permanent mural on a building.

This policy is targeted predominantly at Council staff to enable them to respond in a planned and co-ordinated manner to the issue of public art in the LGA. It will also assist the community in understanding Council's role in the provision of public art.

The Public Art Policy relates only to art that is located in a 'public place' -

For the purpose of this Policy, a 'public place' is defined as:

An indoor or outdoor space that is owned and/or managed by Council for use by the broad community. This could include, but is not limited to, a park, road reserve, streetscape or community building (e.g. library, community hall etc). It may also include land held by other levels of Government.

Private land and/or commercial sites such as a shopping centre are not considered to be a 'public place'. However, where planning approval is required by Council, artwork in such sites will be guided by relevant planning controls, which should reflect the principles of this Policy.

Creative landscaping that complements and softens visual artwork is encouraged. However, it is the artwork within the landscape, such as a sculpture, to which this Policy applies and not the landscape itself.

Implementation

There are a number of key actions that will be essential to ensure the effective implementation of the Policy. These are:

- Promoting the Policy across Council departments and to the community; to create awareness on its intention and specific requirements.
- Establishing a Public Art Advisory Group with representatives from relevant Council departments and the community. This group would meet on occasions where advice and initial assessment of expressions of interest are required.
- Reflecting the Public Art Policy within other strategic documents, and particularly Council's Operational Plan and relevant planning regulations.
- Assessing opportunities for financing public art through existing available budgets, additional resource allocations and partnership arrangements with the community, the commercial sector and other levels of government.

- Investigating the establishment of a Public Art / Community Arts grant program, to encourage initiatives within the community.

Legislation And Supporting Documents

Relevant Council Policies and Procedures include:

- Public Art Guidelines

Variation And Review

The Public Art Policy will be reviewed every term of Council (four years), or earlier if deemed necessary, to ensure that it meets the requirements of legislation and the needs of Council. The term of the Policy does not expire on the review date, but will continue in force until superseded, rescinded or varied either by legislation or a new resolution of Council.

Appendix A

Document Control/Authorisation

Responsible Officer		Economic Development and Tourism Coordinator (EDTC)			
Reviewed By		Management Executive Team (Manex), Manager of Growth and Development			
Review Due Date		August 2027			
Version Number		4			
Versions	Date	Resolution Number	Description of Amendments	Author / Editor	Approved / Adopted By
4	15/08/2024	7.08/24	Updated to new template.	EDTC	Council
3	23/08/2018	13.08/18		DDPRS	Council
2	23/08/2012	27.08/12		DDPRS	Council
1	21/05/2009	15.05/09		DDPRS	Council