1. Purpose
The purpose of this policy is to recognise the importance of ‘public realm’ within the Council district and the potential for such spaces to be enhanced by quality public artworks that engage, please or challenge the viewer.

2. Scope
The Council has a range of public spaces including reserves, buildings and facilities that provide key points of engagement for the community. These can be enhanced through quality public artworks that attract and engage an audience through mechanisms such as ‘telling a story’, highlighting persons of local interest or otherwise expressing an aspect of the local landscape, history, lifestyle or ‘place’.

This policy expresses Council’s intention to identify opportunities to add suitable public artworks to enhance particular spaces through key projects, to provide greater opportunities for interaction between visitors and places and otherwise distinguish locations to provide a point of interest for local communities as well as contribute towards diversifying the local tourism experience.

3. Definitions
Public Artworks – for the purposes of this policy, these include a range of art forms such as sculpture, painting (including murals) and media artworks.

Media Artworks is a genre that encompasses artworks created with media technologies, including computer graphics, computer animation, the Internet, interactive technologies, robotics, and biotechnologies delivered through a wide variety of devices i.e. projection.

4. Policy Objectives
The objectives of the Policy are to ensure that public artwork (both temporary and/ or permanent):

4.1 is recognised as an important element of community cultural development activity in the district and accordingly may be considered in new capital projects and initiatives;

4.2 where warranted, is commissioned through a strategic approach, such as through suitable new projects and initiatives;

4.3 is commissioned through an effective and efficient management process supported by sound governance principles;

4.4 reflects the diversity of artistic practice and cultural richness of the region or otherwise speak to a specific site within the district;

4.5 delivers quality outcomes where high artistic and conceptual standards are achieved;

4.6 is managed by Council in a way that ensures that public realm is appropriately enhanced;

4.7 is funded (where appropriate) as a part of new projects and/ or initiatives and not necessarily by Council;
4.8 is guided by a ‘Public Art Round Table’ as may be convened by the Council’s Chief Executive Officer (CEO) (or nominee) to provide input to a particular initiative or project;

4.9 is recorded and appropriately managed through Council’s Infrastructure & Asset Management Plan in accordance with the Local Government Act (1999).

5. **Principles**

The following principles apply to the application of this policy:

5.1 At its absolute discretion, Council may provide funding for public artworks (where suitable) to enhance various capital projects on an ‘as needs’ basis;

5.2 Where applicable, public artworks commissioned by the Council are to focus on delivering high-quality outcomes aligned to the particular space in consideration;

5.3 Where public art is to be installed in the public realm as part of a development or new activity by a party other than Council, Council reserves an opportunity to review and consider the suitability of artwork/s in accordance with this policy;

5.4 Public artworks should express the region’s heritage, diversity of culture, character and/ or lifestyle and otherwise heighten the image of the Council district more broadly;

5.5 At its absolute discretion, Council will provide opportunities for artisans (local or renowned, established or emerging) to contribute public artworks to suitable capital projects in the district where funding has been allowed;

5.6 At its absolute discretion, the Council may accept gifts of and/ or purchase other public artworks where it is considered that the opportunity will add value to the Council’s Public Art collection and its reputation, as well as where such acquisitions may add value to a project, event or interpretation of a location;

5.7 Preference will be given to gifts that are in the form of a monetary donation or sponsorships to provide public artworks rather than a gift of existing artworks;

5.8 Council reserves an opportunity to review public artworks offered as gifts (in accordance with the process outlined in the procedures related to this policy) to determine that they are appropriate to display in the public realm and constructed from materials capable of withstanding the rigours of the environment in which they are to be placed. Council in its discretion will not be obliged to accept artworks that may be deemed to be inappropriate or otherwise require significant ongoing care and/ or maintenance or whose materials or proposed siting are considered to pose an unsuitable public risk;

5.9 Where appropriate, the Council may use competitions featuring ‘acquisition prizes’ to attract public artworks to populate key components of its capital projects. These shall be subject to suitable Terms and Conditions of each competition;

5.10 Council will assess the ongoing care and maintenance requirements of public artworks when it contemplates acceptance or purchase of public artworks. Where appropriate, an ongoing maintenance plan should be developed for specific artworks with details including the:

- donor of the work (artist) contact details;
- value of the work as an addition to the insurance and asset register;
- regular maintenance levels that will need to be applied;
- budget allocation required to achieve an appropriate level of maintenance;
- action to be taken if the work is damaged, vandalised or stolen;
- action to be taken if the work is no longer required in its current form or location (e.g. contact donor for collection, provide opportunity for relocation, remove and dispose of through sale or donation etc.);

5.11 The Chief Executive Officer (CEO) of the Council (or nominee) may convene a ‘Public Art Round Table’ to provide guidance to projects on public art matters in the district. The membership composition of this group shall be at the discretion of the CEO (or nominee) but may include representatives from the Council’s Elected Body, together with one representative each from community arts, a practising artist and a representative of State Government and/or private sector arts organisations.
6. **References**

Council's Infrastructure & Asset Management Plan as required under the Local Government Act (1999)

Insurance Register and Asset Register

Public Art Round Table Terms of Reference

Public Artworks Operating Procedures

7. **History**


Amendment 1 adopted at Ordinary Council meeting held 23 August 2016. Refer item 13.4.3 Page 2016/335.

Amendment 2 adopted at Ordinary Council meeting held 24 July 2018. Refer item 13.3.1 Page 2018/264