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Public Art

Policy Number: POL12/351 • **Adopted:** 19/04/2013 • **Minute Number:** MIN13.178 • **File:** 41419E • **Produced By:** City Services & Operations Group • **Review Date:** 01/12/2016

1. PURPOSE

The *Public Art Policy* provides an integrated framework for Council to encourage and support excellence, innovation and aspirations of the Shoalhaven region through the display and installation of public art.

2. STATEMENT

Shoalhaven City Council is committed to developing a management and best practice framework to establish a standard of excellence underpinning the implementation of public art throughout the region. This Policy will refer to art that is distinctly separate from both the 'Shoalhaven City Council Regional Gallery Collection' and 'Shoalhaven City Council City Collection'.

2.1. Scope

For the purposes of this policy, public art typically refers to contemporary visual art practice comprised of diverse artforms and materials to produce permanent and temporal artworks for public exhibition in the public domain such as; site specific work, landscape and building elements, sculpture, local art, painting, digital media and conceptual art.

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 community. Examples might include street furniture (chairs, tables, gates etc), playground equipment, bike racks, signage, lighting, pavements as well as components in buildings, bridges and major asset developments.

The *Public Art Policy* and corresponding *Public Art Procedures* comprehensively outline strategies and procedures relevant to the achievement of public art projects and cover areas such as education, employment, training for the creative arts sector, cultural identity, heritage, innovative public art models, maintenance, conservation, archiving, de-accessioning of works and professional development for the artist/s.

2.2. Background

The development of public space portrays interactions within and between communities. As a contributing element in the shaping of public space, public art signifies its local and regional identity - revealing aspects of community history, character and aspirations. Public art provides opportunity to forge an environment of inclusiveness through careful selection, maintenance and appropriateness to the context of place.

Shoalhaven City Council seeks to build a strong vital arts and heritage culture that acknowledges, promotes and reflects the diversity of its people through the exchange of ideas and responsible urban planning that enhances the quality of public space for residents, ratepayers and visitors.

2.3. Policy Implementation

Shoalhaven City Council will support this Policy by implementing Council's strategies and corresponding procedures that constitute key categories:

- Major art projects
- Aboriginal and Torres Strait Islander art
- Temporal art
- Local and community art
- Art in new development
- Partnerships
- Conservation
- Communication
- Art & Cultural Heritage Strategies 2010-14 (smARTspaces)

3. PROVISIONS

To achieve this commitment, and in partnership with stakeholders and relevant agencies, Shoalhaven City Council will put into practice the following specifications:

3.1. Key Principles for Public Art Acquisition

The process for acquisition of Public Arts provisions is outlined in the Public Art Procedures. Evaluation and implementation of all public artworks will be based on the following criteria:

- Standards of excellence and innovation
- Appropriateness of the work relative to purpose and context of its site
- Relevance to the objectives and actions of smARTspaces Art and Cultural Heritage Strategy 2010-14
- Consistency with current planning, heritage and environmental policies and plans of management
- Consideration of public safety; the public's access to and use of the public domain
- Consideration of sustainability and maintenance requirements
- Evidence of funding source and satisfactory budget including an allocation for ongoing maintenance if appropriate
- Evidence of formal agreement between Council and artist/s specific to the acquisition being undertaken

- Non-duplication of monuments commemorating the same or similar events

3.2. Acquisition Process for Public Art

The process for acquisition of Public Arts provisions is outlined in the Public Art Procedures, which detail directives for qualitative management and processes specific to the type of acquisition being undertaken. Primary means of acquisition include:

- Commissioning
- Purchase
- Loan
- Gift or donation

3.3 De-accessioning of Public Art

The process for de-accessioning of Public Arts provisions is outlined in the Public Art Procedures, which detail the process of selling or otherwise disposing of works for the purposes of rationalising the Collection. Primary considerations in de-accessioning of artworks include:

- Rationalisation for the proposed disposal of artwork
- Determine origins of artwork and acquisition status (loan, donation, purchase)
- Complete documentation and permanent archival records of the decommissioning process and artwork
- Manage proceeds from sale

3.4 Collection Responsibility

3.4.1 The collection is administered by Council's designated arts unit.

3.4.2 All items of public art shall be placed on a data base and insured in accordance with Council's asset management plans and catalogued with details including title, image, size, and medium, artist, and provenance, date of purchase, value, storage place and description.

3.5 Funding

The following sources of funding should be considered and pursued as appropriate:

3.5.1 Council's annual capital works and operational budgets.

3.5.2 Donations and sponsorships from the private sector.

3.5.3 State and Federal Government funding.

3.5.4 Public funding for projects and "in kind" support from the community and commercial sector.

4. IMPLEMENTATION

The City Services & Operations Group is allocated overall responsibility for the administration and implementation of this policy.

Internal departments tasked with responsibilities relating to public art will jointly implement the Public Art Policy and the Public Arts Procedure to maximise opportunities, coordinate efforts, ensure efficiencies and reduce costs.

5. REVIEW

To be reviewed within 1 year of the election of a new Council.

6. APPLICATION OF ESD PRINCIPLES

This policy meets the ESD Principle of developing Social Integrity. Council will maintain and conserve works to ensure the preservation of public art and Council's investment.