

PUBLIC ART POLICY

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POLICY

The Central Coast Council's art collection includes monuments, memorials, sculptures and fountains located in public spaces, as well as the collection of artworks from the ArtEx exhibition which commenced in 1988. The Central Coast Council recognises the role public art can play in enriching the lives of residents and visitors, and the opportunity it creates to promote cultural and economic development. The collection reflects the history and heart of Central Coast and contributes to a sense of identity and place whilst adding to the beauty of the public domain.

PURPOSE

Councils play a key role in the development of public spaces and as such hold the key to including public art in its many forms in urban and rural environments, whether through direct commissions or in partnership with business and other tiers of government, or through community driven initiatives.

This Policy provides the framework for the process by which the Council will support and manage initiatives in the development of public art and manage, co-ordinate and preserve the Central Coast's existing public art resources.

BACKGROUND AND COMMITMENT

In the Central Coast Strategic Plan 2014-2024 the Vision outlined for Central Coast going forward is:

Central Coast - Living our potential

We are a vibrant, thriving community that continues to draw inspiration and opportunities from its natural beauty,

land and people and connected by a powerful sense of belonging.

Public art provides a platform for the Central Coast community to express this vision.

Under Strategic Direction 3 – Community Capacity and Creativity of the Central Coast Strategic Plan 2014-2024, the Council committed to:

“In conjunction with community, volunteer and business groups, develop capacity and cultivate a culture that values and showcases creativity, encourages community-based solutions, stimulates innovation and supports innovators in order to achieve quality opportunities and outcomes across all sections of the community.”

A Public Art Policy provides the framework for contributing to this commitment, and aligns with the Council's identified outcomes for the area including:

- 1 a sense of community;
- 2 a strong identity; and
- 3 creative energy.

SCOPE

This Public Art Policy is restricted to areas of public art.

DEFINITIONS OF PUBLIC ART

Definition of public art

There is no simple definition of public art, however for the purpose of this document public art is regarded as the artistic expression of an art practitioner presented within the public arena, outside the traditional gallery system, where it is accessible to a broad audience.

Public art works can include not only what is considered 'high' or 'fine' art or monumental works but also design elements such as street furniture, balustrading, architectural details, streetscape elements and interpretive materials.

This includes work and activities from a broad range of disciplines including visual arts, craft, design, electronic and computer art, performance, sound and ephemeral art.

Definition of types of public art

Functional - seating, lighting, bollards etc.

Decorative - for example incorporated imagery or sculpture in a structure such as paving.

Iconic - stand-alone sculptural works.

Integrated - fully incorporated within the design such as floor or window design.

Site specific - specifically for and responsive to a particular site, thematically or through use of scale and materials.

Interpretive - to describe or educate, inform on issues, events, situations. For example signage, plaques, murals or text based work.

Temporary/ephemeral - the work is not intended to be permanent – could be part of a performance, event, garden or natural area.

Memorial, commemorative/celebratory - acknowledging or recalling an event, activity or person important to the local community – temporary or permanent.

Definition of public arena

The public arena may be an indoor or outdoor space provided it is accessible to the general public, these may include but

are not limited to parks, precincts, public buildings (interior and exterior) and natural areas, beaches, foreshores and reserves.

Definition of community art

Community art may also take place in the public domain, but is not generally defined as public art.

Community art integrates social change with creative practice principles, using art as a tool for social change. The community works together to express and/or articulate a collective vision in a creative way through the development of art work that may take place or be viewed in a public location. Community development principles and practices are given comparable focus to artistic or creative outcomes. Ideally a trained artist and/or community arts worker facilitates community arts projects.

Many community arts projects are ephemeral (last for a short time). However, at times community arts projects may result in permanent art works in public places and should be guided by the principles of the Public Art Policy.

OBJECTIVES

The Central Coast Public Art Policy has been developed so that its aims and objectives can be implemented in a coherent and consistent manner in conjunction with the Council's wider long-term objectives for Central Coast.

This Policy provides a clear and comprehensive framework for public art development, administration, implementation and management and ensures the efficiency, transparency and equitability of the public art selection process.

The Policy encourages ongoing inter-departmental, community and private sector partnerships to support and promote public art in Central Coast, as well as an increase in the community's access to public art held by the Central Coast Council.

The Public Art Policy affirms the Council's commitment to arts and culture as outlined in the Central Coast Strategic Plan 2014-2024.

COUNCIL SUPPORT OF PUBLIC ART

The Council's role in a public art program

The support and development of artistic activity (including public art) is a vital part of determining, expressing and expanding a sense of identity for Central Coast. It also provides an avenue for the distinct communities within Central Coast to celebrate and recognise their uniqueness and diversity.

The Council will support in principal the use of public art to:

- . promote creativity;
- . enhance urban design;
- . highlight a diversity of perspectives; and
- . demonstrate a commitment to arts and culture.

BENEFITS

Within the community, public art can:

- . develop community pride and a sense of belonging – a distinctive sense of place;
- . create an environment that is stimulating and enjoyable;
- . reflect diversity within the community, as well as diverse expressions of art;

- . provide educational opportunities to students and those outside a formal study structure;
- . create an emotional response from viewers;
- . prompt community interaction and conversation;
- . expand interaction between the broader community and the arts and cultural sector;
- . contribute to the development of cultural tourism;
- . develop a modern cultural heritage;
- . create marketing and promotional opportunities;
- . stimulate economic activity by providing opportunity for new business and residents;
- . restore and revitalise urban areas;
- . shape and reflect Central Coast's identity and distinctiveness;
- . create meeting places and focal points;
- . create opportunities for artists; and
- . encourage partnerships between all levels of government agencies and business.

PARTNERSHIPS AND OPPORTUNITIES

Partnerships

The Council will explore and build strategic partnerships to maximise public art opportunities across Central Coast.

- . *Government:* Develop relationships with key stakeholders to create opportunities for public art projects. Partners may include education providers, local and national arts organisations, Australia Council, academic institutions and other municipalities and government agencies.

- . *Business*: Build and develop partnerships with businesses with a local presence to encourage the inclusion of public art into new developments.
- . *Community*: Facilitate artists, artist groups and community organisations to develop public art opportunities.

Opportunities

Some possible opportunities for the development of public art in Central Coast are:

- . integrated public art as part of street-scape developments;
- . development of public art along Central Coast's shared pathway;
- . ephemeral art works in conjunction with natural and recreation environments such as the Penguin Mountain Bike Park and the Penguin sea wall;
- . partnering with local art groups;
- . inclusion of public art in urban and town developments for example murals such as:
 - Light Horse Park;
 - the Ulverstone Wharf Precinct;
 - the Ulverstone Civic Centre surrounds;
 - Apex Park; and
 - the Ulverstone History Museum Precinct.

COMMUNITY ENGAGEMENT

To enable the community to engage with the Central Coast public art collection the Council will:

- . develop a curated list of the ArtEx collection, including where available, artist biographies;
- . hold an exhibition for the community once every five years of the ArtEx collection;

- . provide opportunities for local schools to borrow (two dimensional) pieces from the ArtEx collection; and
- . showcase pieces from the collection on the Council's website.

COLLECTION MANAGEMENT

- . Public art will be placed on the Council's Asset Register.
- . Establish a curatorial approach to the management and maintenance of the public art collection, including the Council's ArtEx collection.
- . Records will be kept of maintenance and condition of the Council's public art assets.
- . Develop cross workgroup procedures within the Council to facilitate the inclusion of public art within the Council's infrastructure projects.
- . Annual budget allocation for the maintenance of public art.
- . Identify possible future sites for the development of public art.
- . Consider, where appropriate, the allocation of funds for public art within the Council's infrastructure developments.
- . Encourage developers to consider making provision for public art in new developments.
- . Investigate opportunities for better promotion of public art in Central Coast, including memorials.

GUIDELINES FOR PUBLIC ART

Community proposed public art projects

Public art put forward by either individual members of the community, or community groups, will be an important driver in the field of public art work in Central Coast.

However, as public art has the potential to impact on communal spaces and on the broader community, any public art proposal will be required to submit a “Community Initiated Public Art Application Form” (Appendix A) which is available from the Council or can be downloaded from the Council’s website. Public art projects may only proceed following completion and assessment of the appropriate form.

Applicants are invited to contact the Community Development Officer on tel. (03) 6429 8900 to discuss any community initiated public art proposal before submission.

Proponents will need to complete the above-mentioned form and submit all relevant details and attachments, site specifications, scale visuals and relevant letters of support.

Risk assessment

Community initiated public art by its very nature exists in the public arena. Therefore it must be evaluated for potential public risk.

At the concept stage applicants should consider:

- . engineering specifications;
- . choice and suitability of materials;
- . risk minimisation strategies;
- . entrapment standards;
- . pedestrian access;
- . relationship to kerbs and traffic access;
- . how the community will interact with it;
- . environmental impact on the work and of the work on the environment;
- . relevant Building Codes; and
- . Disability Discrimination Act compliance.

Decommissioning or relocation of public art

Public art work may have a limited lifespan. When relocation, refurbishment or removal of an art work is considered, the Council will advise the original artist or group (where possible), prior to work commencing.

In the event of significant damage to the work, the artist (where possible) shall be given option to repair the work.

If not contactable, or if the cost of repair (as determined by the Council) is considered too expensive, then the work will be decommissioned.

PUBLIC ART BY COMMISSION

Public art commissioning models

In the event that the Council is to commission a public art work, then there are multiple commissioning models for the selection of an artist and the method used will depend on each project, its scale, funding and stakeholders.

The selection process chosen will be the one which will result in the identification and selection of an artist who best fits the selection criteria and who most appropriately addresses the needs of each individual public art project.

Advertising and calling for expressions of interest reaches a large number of suitably qualified potential artists. Other processes include direct commissioning, targeted expressions of interest or competitions.

In the majority of instances an expression of interest model is most likely to be preferred.

Suggestions for information required in the expression of interest in selecting appropriate artists:

- . a written response to the project brief;
- . a short CV;
- . up to 10 images of previous, relevant work;
- . slide list detailing the works, materials, dates, clients; and
- . availability.

The purchasing of public art is subject to the Council's Code for Tenders and Contracts and the appropriate method of purchase will be determined by Section 5 of that Code.

Progressing public art projects

The Council will develop a Project Brief for any commissioned public art work opportunity to reflect the specific requirements of a particular project.

The Project Brief is designed to:

- . detail motivation for the public art project and desired outcomes;
- . outline the scope and objectives of the project;
- . outline stakeholders' outcomes, including the Council, the artist and the community;
- . define project themes and parameters including the site, management issues, risk management issues, timeframes and planning and approval processes; and
- . detail the influence of policy and legislation on the artist's brief.

Consultation with key stakeholders will be undertaken in the development of the Project Brief and processes for ongoing community consultation and engagement will be clearly defined.

Evaluating public art submissions

Outlined below are the standard guidelines and criteria against which potential public art will be reviewed:

- . compliance with briefing requirements;
- . addresses aspects of Central Coast's uniqueness;
- . quality and integrity of the art work, aesthetically, conceptually and technically;
- . relevance of the work to the proposed site;
- . demonstrated capacity of the art work to be achieved within time, budget and logistical constraints;
- . reflect the Council's values of community spirit, openness, respect, innovation and being responsive to the community;
- . fosters community engagement, consultation and involvement;
- . considers public safety, public access and use of the public domain, and complies with all statutory requirements and Australian Standards;
- . have an approved and adequate budget which includes a percentage for ongoing maintenance;
- . not duplicate monuments or art works commemorating the same or similar within Central Coast;
- . durability of design and materials;
- . minimum maintenance requirements; and
- . resistance to vandalism.

DEFINING ROLES AND RESPONSIBILITIES

Responsibilities of the artist/s

Each public art Project Brief and Artist's Brief will contain detailed responsibilities of the artist for that particular project. However all projects will have the following responsibilities and expectations of the artist/s:

- . respond to the issues as defined in the briefing documents;

- . be available to assist with community consultation;
- . work collaboratively with engineers and fabricators;
- . consider risk management and assessment for their project;
- . manage fabrication and installation with subcontractors;
- . work with other parties such as architects, engineers etc.; and
- . develop a maintenance plan for the art work and undertake project evaluation.

Artist's brief

For each public art project the Council will prepare an Artist's Brief. The brief will be the basis upon which an artist will decide whether or not to take on a commission.

The brief will incorporate but not be limited to the following:

- . background to the Council and rationale for the project;
- . relevant history;
- . any commission partners;
- . Central Coast area profile including population, history, geography, industries, the future;
- . audience for the work;
- . scale and type of work required;
- . purpose of the work;
- . proposed site – topography, location, environment, community, history etc.;
- . materials and longevity;
- . indicative budget and source of funds;
- . the extent to which ancillary features such as lighting, supports, structural design etc., are to be included in design and budget;
- . timetable;
- . who the artist is required to consult with;
- . project constraints – legal, planning issues, safety;
- . maintenance and ongoing requirements of the work; and

- . delivery, installation and risk management.

Contracting the successful artist

Once a successful artist has been selected for the commission a project contract will be drawn up.

The contract will outline the following:

- . the parties involved and their role;
- . a detailed description of the commission;
- . fee schedule;
- . budget;
- . project timetable and anticipated completion;
- . approval stages and key milestones;
- . project managers, contacts, support and consultation;
- . insurance;
- . copyright, moral rights;
- . documentation required, for example a maintenance schedule; and
- . dispute resolution procedures.

Maintenance

As part of the commissioning process the artist would be required to provide a maintenance schedule for the work.

The Council will be responsible for ensuring maintenance is carried out in the manner set out in the schedule. If maintenance is to be outsourced the artist will be given first option to undertake the maintenance, providing the artist is easily contactable.

The maintenance schedule should consider the following:

- . specify all materials used in construction including the main body of the work, fixtures, fittings, footings and surface treatments;

- . manufacturer's technical specifications for any materials used in the work and recommended cleaning methods;
 - . provide details of any operating equipment, components, e.g. lights, software, recommended suppliers for replacements, maintenance recommendations;
 - . provide a documented history including photographs of the work during fabrication and installation; and
 - . provide any relevant Material Safety Data Sheet (MSDS) information.
- . as part of major Central Coast developments and streetscape plans;
 - . as part of other programs or initiatives such as youth events or community development events;
 - . special events/commemorations;
 - . external funding through a developer contribution scheme for appropriate new developments;
 - . external funding through funding bodies e.g. Arts Tasmania, Australia Council;
 - . private sector sponsorship;
 - . donations and bequests; and
 - . other Commonwealth and State Government funding opportunities.

Decommissioning, relocation or sale of commissioned public art

It is recognised that some public art work may have a limited lifespan. When relocation, refurbishment or removal of an art work is considered, the Council will advise the original artist (where possible) prior to the work commencing.

In the event of the art work being disposed of other than through sale or donation of the work, the artist will, where possible be given the option to acquire the work.

In the event of significant damage to the work, the artist shall be given option to repair the work.

If the Council is unable to make contact with the artist, or if repair is considered by the Council to be too expensive, then the work will be decommissioned.

Funding commissioned public art

The Council will determine ways to allocate funds for commissioning public art in Central Coast. Some allocation may be made from the Council's annual operating budget but other funding opportunities may arise or be identified through the following:

Publicity, signage and interpretation of commissioned public art

When commissioning a work of public art, consideration will be given to publicity for the project.

Some areas to consider are:

- . community consultation on the commissioning of the work;
- . if the work is likely to be controversial and how to address perceived concerns;
- . ensuring Councillors and relevant Council staff are briefed on the project;
- . ensuring customer service staff are briefed and can answer enquiries on the work;
- . signage – what type of signage, information to be included: artist's name, title, date, the commissioner of the work (Central Coast Council), any funding partners;
- . press releases, photos on the Council's website;
- . inclusion in Council newsletters and publications;
- . budget allocations for signage; and
- . whether there will be a formal launch.

DONATIONS/GIFTS OF PUBLIC ART

The Council will only agree to accept public art gifts and memorials that meet the criteria for public art outlined in this document.

POLICY RESEARCH AND DEVELOPMENT

- . Public Art: Making it happen
(South Australia Local Government Association
Commissioning Guidelines for Local Councils)
- . Clarence City Council Public Art
Policy 2013
- . City of Sydney Public Art Policy 2011

REVIEW

The Policy will be reviewed on a bi-annual basis to ensure its continuing suitability, adequacy, effectiveness and relevance.

APPENDIX

- A Community Initiated Public Art
Application Form

Sandra Ayton
GENERAL MANAGER

COMMUNITY INITIATED PUBLIC ART APPLICATION FORM

Project name: _____

Project location / address: _____

Applicant name: _____

Phone No.: _____

Email address: _____

Applicant address: _____

City/State Postcode: _____

Title of art work: _____

Medium/s: _____

Approximate weight: _____ Dimensions: _____

Approximate cost: _____

Location of identification plaque: _____

Description of foundation: _____

Proposed installation date: _____

Distance between public street and art work: _____

Landscape plans: _____

Special problems: _____

Dedication plans: _____

(Attach additional sheets to provide details if required)

Please enclose:

- 1 Artist background information.
- 2 Budget details (use form provided).
- 3 An artist rendering depicting several views of the art work as located on the site plan. Include surrounding building(s), grade elevations and building façades. Rendering should be in one of the following formats:
 - 8" x 10" photographs or high resolution JPEG, supplied on a CD or USB stick depicting several views of the proposed art work.
 - A model of the art work.
 - A graphic or artist illustration depicting several views of the art work.

PUBLIC ART APPLICATION – BUDGET DETAILS

EXPENSE CATEGORY	PUBLIC ART FUNDS	OTHER FUNDS	LIST SOURCE OF OTHER FUNDS
Design fee	\$	\$	
Art work costs	\$	\$	
Construction costs*	\$	\$	
1.	\$	\$	
2.	\$	\$	
3.	\$	\$	
4.	\$	\$	
5.	\$	\$	
Insurance	\$	\$	
Travel / site visit	\$	\$	
Other:	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
TOTAL	\$	\$	

Add additional pages to provide further details of budget if required.

*Concrete, flatwork, lighting/electrical, landscaping, demolition, equipment rental, plumbing installation etc.

I certify that the information provided in this application is true and accurate to the best of my knowledge.

SIGNATURE: _____ TITLE: _____

PRINT NAME: _____ DATE: _____