PUBLIC ART POLICY

INTENT

Cook Shire is home to a vibrant visual and performing arts community, who contribute to the enrichment of the Shire in many ways, including the design and production of significant art works for public spaces.

This Policy seeks to provide a framework for the development, planning, acquisition, maintenance, decommissioning and integration of public art across the Cook Shire region. The Policy also seeks to ensure all proposed public art contributes to making our public spaces inviting and well-planned and complements the Shire’s natural assets.

SCOPE

Cook Shire Council (Council) recognises the role of public art in contributing to a sense of identity and the enrichment of community life across the Cape for residents and for visitors.

This Policy is intended to provide guidance for Council in the commissioning, management, implementation, maintenance and decommissioning of public art in the Shire.

This Policy provides guidance for arts and cultural workers in the proposition, design and production of public art. Additionally, this policy provides guidance for Council in evaluating proposals for public art and public art projects.

For the purposes of this Policy, public art encompasses artistic elements of large scale infrastructure and memorials that incorporate sculptural relief or may be considered an artistic work.

Council is committed to the development of public art across the Shire and will investigate opportunities to devote a percentage of overall project costs to public art.
DEFINITIONS

<table>
<thead>
<tr>
<th>TERM</th>
<th>DEFINITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Art</td>
<td>Public art, in the broadest sense, is art or design work located in public spaces outside of traditional galleries and museums. These public spaces may be indoor or outdoor and are generally categorised by being easily accessible to the public. These may include public buildings such as libraries and social spaces such as parks. The art may take on a variety of forms including, but not limited to, sculpture, paintings, photography, murals, text, installation, multimedia, sound and light works and performances. It may be permanent or temporary. Public art is planned and executed with intention of being staged in a public space and experienced by the general public.</td>
</tr>
<tr>
<td>Monuments</td>
<td>Monuments are statues, buildings or other structures explicitly created to commemorate a notable person and/or event. Memorials are an object established in memory of a person or event. On occasions memorials may incorporate sculptural elements and would be considered an artistic work, covered by this policy. If not, please refer to Council’s Plaques, Memorials and Monuments Policy.</td>
</tr>
</tbody>
</table>

PROVISIONS

This policy supplements Council’s Arts and Culture Policy. This policy should be considered in conjunction with:

- Cook Shire Council Community Plan 2011 – 2021;
- Cook Shire Council Corporate Plan 2017-2022;
- Cook Shire Council Annual Operational Plan;
- Cook Shire Council Arts and Culture Policy;
- Cook Shire Council Arts and Cultural Strategy;
- Cook Shire Council Planning Scheme;
- Cook Shire Council Plaques Memorials and Monuments Policy;
- Cook Shire Council Procurement Policy;
• Cook Shire Council Asset Disposal Policy;
• Cook Shire Council Community Grants and Support Program General Policy; and
• Cook Shire Council WHS Policy.

GUIDING PRINCIPLES

The following principles underpin Council’s commitment to the provision of a vibrant, diverse and well-planned public art collection:

Create distinctive places through arts and cultural activities that will generate a sense of identity, belonging, shared ownership and engagement;

Prioritise local artists, providing employment opportunities and building the capacity of the region’s local artists and art organisations, which will increase the resilience and skills of the local region’s creative industries;

Install quality and vibrant public art that will enrich the community and build a sense of shared history, connectedness and ownership and will act as tourism attractions, drawing visitors to the region and contributing to the local economy; and

Maintain and Manage Council’s collection of public artworks across the Shire.

POLICY

1. Acquisition of Public Art

Acquisition of public art will be achieved through the following methods:

1.1. Artist Call Out and Expression of Interest:

i. Open Competition - where artists respond to an advertised Expression of Interest (EOI) to provide a schematic response to a project brief. Short-listed artists or teams may then be invited to further develop conceptual designs for a fee and a preferred artist is selected;

ii. Limited Competition - where specific artists are invited to submit proposals in response to a project brief.

All EOIs will be established in consultation with a relevant committee. This committee will be made up of a combination of staff and community members relevant to the project. The committee will also be called to assess the submissions in accordance with the Assessment Criteria and make recommendations based on all artists’ submissions.
1.2. Direct procurement of a particular completed art piece – designed for small scale projects and at the discretion of the Chief Executive Officer, a delegated Council employee or Councillors.

2. All proposals for public art and monuments must be submitted to Council for assessment and approval prior to commencement

Proposals are to be submitted to Council for assessment by appropriate staff and relevant Council or advisory groups taking account of the following considerations, including but not limited to:

- **Extent to which the proposal complies with and responds to the brief**
  A detailed design should be submitted as part of the response to the brief in a visual format, which gives the assessment committee sufficient information to assess its artistic merit. A conceptual statement about the proposed artwork describing the relationship between it and the project brief should also be submitted. The committee will use the detailed design and conceptual statement to assess the extent to which they comply with and respond to the brief, as well as the artistic merit of the proposal;

- **Health and safety**
  Location (including any underground plumbing or electrical work), materials, size, construction and installation methods and any relevant local, state and national regulations;

- **Sustainability and maintenance requirements**
  Location and materials (taking into account exposure to the elements and interactions with the audience if applicable), expected life span of work, financial and physical maintenance requirements, installation costs, insurance and risk management;

- **Community support, suitability and cultural sensitivity**
  Evidence of community consultation and support for the work, that it is respectful of any relevant community groups, reflective of local community values, and that it stands in consideration of and harmony with the surrounding built environment and does not detract from the Shire’s natural assets; and

- **Project management**
  Capacity to ensure project is delivered to scope, budget, time and quality considerations.

3. **Decommissioning of Public Art**

In certain circumstances, it may be necessary for a public art work to be relocated, stored or disposed of because of health and safety considerations, significant
changes in contemporary values or substantial capital works, significant deterioration of the works and/or changes to Council’s Planning Schemes.

With appropriate community consultation, as detailed in Council’s Community Engagement Policy, disposal will occur in accordance with Council’s Disposal of Assets Policy.

In determining the need to remove or relocate a work of art from public display the following factors will be considered:

- Public health and safety – the artwork poses a serious risk to individuals, and or the wider community;
- The condition of the artwork – the artwork is no longer considered safe and/or requires an excessive amount of maintenance;
- The location of the work – the location is no longer appropriate in line with new development or redesign of streetscape/landscape features;
- The aesthetic quality of the work – the work no longer meets functional or aesthetic requirements.

Decommissioning processes can include:

- Relocation of the artwork to a more suitable location;
- Selling the artwork;
- Donation of the artwork;
- Disposing of the artwork.

If a work is to be decommissioned, every effort will be made to provide that artist with at least 30 days’ notice of the Council’s intent. Decisions concerning the decommissioning process will be made in consultation with the artist.

In the event that the work is to be disposed of, the artist will be given the option to acquire the work.

4. Lending of Collections

Council may lend any of their works where requested to a suitable organisation or community group, upon application.

5. Public Art Management

Council will conduct regular reviews of the ongoing appropriateness of public art pieces. It will implement appropriate measures for the care, maintenance and decommissioning of public art under Council control. This will also include addressing matters relating to protocols and procedures for cultural heritage, moral rights, copyright, intellectual property and authenticity.
MEASUREMENT OF SUCCESS

The outcomes of this Policy will be measured by:

- Community acceptance and appreciation of the completed public art piece, post-installation;
- The number of public art installations in public spaces within the Shire that are economically and environmentally sustainable and well-maintained;
- The level of engagement from local residents in public art processes;
- Recognition of Cook Shire public art pieces from outside the Shire by tourists, media or in public forums; and
- Increased capacity and employment of local artists and art organisations in the public art process.

REVIEW

| SPONSOR: | Director Community Economy and Innovation |
| OFFICER RESPONSIBLE FOR REVIEW: | Events and Cultural Officer |
| ADOPTION DATE: | March 2019 |
| REVIEW DATE: | March 2022 |

THIS POLICY IS TO REMAIN IN FORCE UNTIL OTHERWISE DETERMINED BY COUNCIL

AMENDMENT HISTORY

<table>
<thead>
<tr>
<th>VERSION</th>
<th>AMENDMENT DETAILS</th>
<th>AMENDMENT DATE</th>
<th>APPROVAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>New Policy</td>
<td>November 2016</td>
<td>Council</td>
</tr>
<tr>
<td>2.0</td>
<td>Change as per resolution</td>
<td>March 2019</td>
<td>Council</td>
</tr>
</tbody>
</table>