ART IN PUBLIC PLACES POLICY

Policy Reference No. POL/148
File No. HCC09/97
Strategic Objective 3.2 Enhance community pride and sense of place
Adopted by Council November 2011
Date Re-Adopted 10 August 2015
Date for Review July 2018
Responsible Officer Manager Community Development & Learning
Department Community Development & Learning
1 POLICY STATEMENT

Council supports the provision of Art in Public Places across our municipality. Art in public places creates distinctive, safe and vibrant environments. It promotes community identity and wellbeing and increases the liveability of a location. The audiences for art in public places include residents, workers, visitors, students and local business.

2 PURPOSE

2.1 This Policy guides Council’s work in ensuring Hume City communities have access to high quality, visual artworks in the public realm.

2.2 The need for this Policy was originally identified in the Hume City Council Plan 2009-2013. A commitment to art in public places is a mechanism for ensuring that professional artists work in Hume City and engage with local communities.

2.3 Hume Horizons 2040 further supports the development of art in public places through Theme 3: A Culturally Vibrant and Connected Community:

   2.3.1 Strategic Objective: Strengthen community connections through local community events and the arts.
   2.3.2 Community expectation: Cultural expression and the arts are supported through the enhancement of appropriate places and spaces including the development of local arts precincts.

2.4 Programs that provide artworks in the public realm support all three goals identified in Council’s Arts and Cultural Development Strategy:

   2.4.1 Social Justice and Inclusion – enhanced through access to innovative arts and cultural activity;
   2.4.2 Places and Spaces – that express and celebrate community cultural identity and enable innovative arts practice; and
   2.4.3 Identity and Liveability – increased through use of arts and culture to raise the profile of Hume City and drive investment and population growth.

2.5 This Art in Public Places Policy gives direction to Council’s provision of art in public places and supports external organisations seeking to commission artworks in the public realm in Hume City.

2.6 This Policy was developed from a range of consultation and research processes in 2011 and was reviewed with minor changes in 2015.

3 SCOPE

3.1 The scope of this Policy is limited to the direction and development of Hume’s formal Public Art Collection. This policy is not intended to guide other programs including entry treatments, gateway treatments, landscape design and architecture, memorials or their respective

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collections.

3.2 Council will enable the installation of artworks in the public realm that are supported by local communities and stakeholders, i.e:

3.2.1 Site specific;
3.2.2 Tell stories that are distinct to their local communities; and
3.2.3 Develop and celebrate a ‘sense of place’.

3.3 The work of professional artists will be commissioned or purchased to ensure access to high quality, diverse and innovative artworks that are relevant to Hume City and its communities. Professional, experienced public artists have the requisite skills and capacity to deliver art projects in the public realm and realise an artistic statement. They bring an approach to the vision and design of public space that complements and extends the work of other design professionals.

3.4 When community engagement is the aim of an Art in Public Places project, a professional artist with experience in working in a community context will be appointed to the project, and assist the community to realise their artistic statement.

3.5 The following priority locations have been identified for the provision of art in public places:

3.5.1 Iconic precincts/principal activity centres:

3.5.1.1 Civic precincts;
3.5.1.2 Retail precincts, particularly: principal, major, specialty centres, and neighbourhood activity centres;
3.5.1.3 Significant open spaces, particularly: Iconic Parks, informal parkland, formal parkland and significant natural areas;
3.5.1.4 Primary entry points to Hume City; and
3.5.1.5 Tourism precincts.

3.5.2 Major developments:

3.5.2.1 Construction or redevelopment of community facilities (e.g. libraries, community centres, child and family centres, youth centres, leisure centres); and
3.5.2.2 Major civil projects (e.g. bridges, overpasses, arterial roads) in the iconic precincts/principal activity centres listed above.

3.5.3 Renewal/improvement locations:

3.5.3.1 Location subject to place-based programs e.g. T3047, Broadmeadows Town Hall renewal and the Jacksons Hill Community, Arts and Cultural Precinct Project, Sunbury; and
3.5.3.2 Locations subject to heavily repeated acts of graffiti vandalism and litter hot spots.

3.6 Council will provide art in public places through three mechanisms:

3.6.1 Council managed commissions/bequests/purchases;
3.6.2 Collaboration and partnership with external agencies; and
3.6.3 Support for initiatives coordinated by developers, businesses, renewal programs etc.

3.7 Council will work with a range of stakeholders in the implementation of this Policy, including but not limited to:

3.7.1 Hume residents;
3.7.2 Property developers;
3.7.3 Private landowners;
3.7.4 Industry;
3.7.5 Place managers;
3.7.6 Retail precinct managers;
3.7.7 Facility managers;
3.7.8 Artists and arts organisations; and
3.7.9 Tertiary education institutions.

4 OBJECTIVE

This Policy ensures Hume City communities have access to high quality, visual artworks in the public realm.

5 POLICY IMPLEMENTATION

5.1 Council’s direct provision of art in public places will occur through:

5.1.1 Commissions - professional artist/arts companies contracted to create an artwork or facilitate a community project for public display according to guidelines outlined in the project brief;
5.1.2 Collaboration and Partnerships - development of artwork is undertaken in close partnership and collaboration with local organisations and community members.
5.1.3 Purchases - artworks that adhere to the selection criteria for Council’s Civic Collection purchased from an artist, gallery or art agent, with Agents Fees or Commission Fees paid where relevant;
5.1.4 Donations/bequests - that meet the Acquisition Selection Criteria for Council’s Civic Art Collection. Artworks acquired in this manner must be assessed by an independent valuer to determine their value. Artworks valued at less than $2,500 (annually adjusted for CPI) will not be considered by Council.

5.2 Council will engage one of the above models as most appropriate to individual project priorities, technical considerations of the site, priorities of the Public Art Collection and opportunities presented to Council.

5.3 Public art projects developed under the Art in Public Places Policy will be promoted as appropriate.

5.4 As well as directly providing art in public places, Council will encourage artworks in the public realm by supporting and collaborating with external agencies. This may take the form of:

5.4.1 Participation on project steering/reference committees;
5.4.2 Management of commissioning processes; and
5.4.3 Support and approval of developer proposals.

5.5 External agencies providing art in public places will be encouraged to follow the best practice commissioning procedures used by Council, but it is acknowledged that external agencies will have contractual and tendering processes appropriate to their organisation.

5.6 Community consultation will be guided by Hume’s Community Engagement Framework. A community engagement plan will be customised to support ‘public art’ developed under this Policy.

5.7 Art in Public Places projects may involve art forms traditionally associated with Street Art, but will actively avoid projects that reference graffiti vandalism (e.g. tagging).

5.8 Funding for art in public places projects may be sourced through the following mechanisms:

5.8.1 Council’s recurrent budget and capital works program;
5.8.2 External funding from grant and philanthropic sources;
5.8.3 Contributions by developers—in-kind or otherwise; and
5.8.4 Private businesses and property owners.

5.9 Formal art in public places projects are funded via an annual allocation in the Capital Works budget with project/projects determined through the budget planning process each year.

5.10 Formal commissions of professional artists are guided by Council’s procurement policies. In the instance of a formal tender, criterion is determined as appropriate to each project, while informed by this policy and standard tender criteria.

5.11 Site selection for artworks placed in the public realm must consider the following:

5.11.1 Visibility, profile and access;
5.11.2 Maintenance and cleaning schedules; and
5.11.3 Planning schemes - particularly town planning requirements and building regulations.

5.12 The commissioning of art in public places will utilise a standard Contract, with modifications made where required to incorporate unique features of a project. The standard Contract will include the following requirements:

5.12.1 Budget, timelines and payment schedule;
5.12.2 Community Consultation and Engagement;
5.12.3 Copyright and intellectual property;
5.12.4 Council rights to use photographs of the work;
5.12.5 Deaccession procedures;
5.12.6 Insurance;
5.12.7 Labelling and acknowledgement of the artist;
5.12.8 Lifespan and durability (including anti-graffiti coatings);
5.12.9 Maintenance schedule;
5.12.10 Material Selection;
5.12.11 WHS and work cover;
5.12.12 Ownership;
5.12.13 Relocation of the work;
5.12.14 Repairs and Damage; and
5.12.15 Town planning and building permit requirements.

5.13 Artists commissioned to create artworks for the public realm will be required to have public liability insurance and insure artworks during fabrication, transport and installation. Once installed, artworks will be declared on Council’s insurance policy and professionally valued for insurance purposes every 10-15 years.

5.14 Ephemeral and permanent artworks are supported through this Policy. The life span and durability requirements of an artwork will be specified as part of the commissioning and contracting process.

5.15 Council will only commission artworks that it can appropriately maintain. Maintenance requirements will be considered as part of site selection and commissioning processes. Maintenance requirements, particularly those resulting from material selection, will be considered in the short-listing of proposals within the commissioning process.

5.16 Artworks located in the public realm may need to be relocated as public spaces develop or change. Procedures for the relocation of artworks will be specified in contracts. The artist will be involved in all negotiations regarding the relocation of an artwork.

5.17 Artists commissioned for art in public place initiatives will be invited to provide professional development opportunities for Hume based artists and share their professional practice with the Hume City community. These opportunities will be detailed in Project Briefs or Contracts and may include (but are not limited to):

5.17.1 Forums or workshops discussing previous art projects and their approach to the Hume City Council commission;
5.17.2 Tours of workshops/ viewing works in progress;
5.17.3 Master classes for local artists/ art students;
5.17.4 Internship or subcontracting opportunities;
5.17.5 Video or stills photography documenting the work in progress; and
5.17.6 Blogs/ websites recording the development of the work.

5.18 Artworks displayed in the public realm must be labelled, interpreted and promoted, to acknowledge the artist who created the work and ensure local communities or visitors to Hume City have intellectual access to the work. Labelling, interpretation and promotion must consider:

5.18.1 Artist’s description or intent behind the work;
5.18.2 Use of community languages;
5.18.3 Position of labelling and interpretation in the context of the work;
5.18.4 Use of printed material such as maps and promotional postcards;
5.18.5 Media campaigns to raise awareness of works; and
5.18.6 Use of images of artworks in Council publications and website.
ART IN PUBLIC PLACES POLICY

5.19 Council will ensure that all public art commissions are supported through appropriate lighting and landscaping. The provision of these works will be either specifically identified within the project brief or separately funded and coordinated by Council.

5.20 Appropriate support infrastructure will be provided at locations where artworks are displayed. This infrastructure may include:

5.20.1 Seating,
5.20.2 Pathways and physical access, and
5.20.3 Litter bins and smokers poles.

5.21 Council will develop a Public Art Collection Management Plan to manage the care, maintenance and promotion of the collection. The Management Plan will also stipulate deaccession processes.

5.22 Monitoring of this Policy will be incorporated into the Measurement Framework developed for the Arts and Cultural Development Strategy and integrated into annual reporting. This Policy is linked to two annual Key Performance Indicators identified in the Arts and Cultural Development Strategy:

5.22.1 Increase in the number of professional artists/arts organisations resident in Hume City or actively engaging with local communities; and
5.22.2 Increase in the level of external funding and support secured for arts and cultural programs.

6 DEFINITIONS AND ABBREVIATIONS

6.1 Public Art: art specifically created to be experienced in the public realm, outside the gallery and museum context. E.g. “Breeze” by Aslam Akram, Dallas Shopping Centre.

6.2 Landscape architecture: the treatment of outdoor open space and public areas, often incorporating the practises of garden and landscape design, urban and landscape planning. Landscape architecture involves built natural and environments including open space reserves, streetscapes and creek restoration design with a functional and/or aesthetic purpose. E.g. Tanderrum Way, Broadmeadows.

6.3 Gateway treatments: a landmark highlighting a geographical entry point, at state or municipal level. E.g., “Welcome to Melbourne” sign, Melbourne Airport, Tullamarine Freeway, Tullamarine.

6.4 Entry treatments: a landmark highlighting a geographical entry point, at a neighbourhood or suburb boundary, including entry into a housing or industrial estate. E.g. Stockland’s red frames, Highlands Estate entry, Craigieburn Road, Craigieburn.

6.5 Monuments and memorials: a statue, building, or other structure erected to commemorate a notable person or event. E.g. George Evans bust, Sunbury Library, Sunbury. War memorials, such as the Broadmeadows Remembrance Memorial.
7 RELATED DOCUMENTS

7.2 Hume City Council Plan 2013-2017
7.3 Hume Arts and Cultural Development Strategy 2009-2013
7.4 Council Report AL1, 11 September 2006, Arts Development—Establish and Display the Civic Collection
7.5 Community Engagement Framework
7.6 Municipal Strategic Statement
7.7 Social Justice Charter and Bill of Rights 2014
7.8 Hume Community Engagement Framework 2011
7.9 Open Space Strategy 2010-2015
7.10 Guidelines for the Planning, Design and Construction of Open Space
7.11 Graffiti Prevention Act 2007
7.12 Graffiti Management Strategy 2008
7.13 Litter Management Strategy 2009-2013
7.14 Live Green Strategy 2011-2013
7.15 Tourism Strategy 2010-2014
7.16 Youth Strategy 2011-2014

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<tr>
<th>Date Adopted</th>
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<tbody>
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