

HUME CITY COUNCIL

# Art In Public Places Policy

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File No:	HCC15/190
Strategic objective:	3.3 An inclusive and socially connected community that celebrates diversity and culture
Adopted by Council:	10 May 2020
Re-Adopted:	1 June 2025
Date for review:	10 June 2030
Responsible officer:	Manager City Lifestyle
	It is recognised that over the life of this Policy it may require minor administrative changes. Where an update does not materially alter the intent of the policy, the change will be made administratively. Any amendment which materially alters this document will be made by resolution of Council.
Department:	City Lifestyle

# ART IN PUBLIC PLACES POLICY

## POLICY STATEMENT

Hume City Council recognises the value of public art and its role in creating distinctive and vibrant communities that:

- Foster public expression, promote community identity and celebrate diversity.
- Contribute to place making, community safety and enhance the natural and built environment.
- Support the health and wellbeing of our community.

## 1. PURPOSE

1.1 This Policy guides Council's approach in providing art in public places. It recognizes that art experienced in the public realm supports communities to participate in art, culture and creative engagement and expression as part of their daily life.

1.2 This Policy aligns with *Draft Council Plan 2025-2029*:

### **PRIORITY 1 - A liveable city of well-designed and connected places**

SO1.1 Liveable places that are inclusive and accessible.

### **PRIORITY 2 – A healthy community that is inclusive and proud**

SO3.1 Advancement of social justice and addressing inequalities.

SO3.2 A healthy community with access to opportunities.

SO3.3 An inclusive and socially connected community that celebrates diversity and culture.

1.3 This Policy articulates Council's commitment to providing, facilitating and supporting art in public places as a mechanism for:

1.3.1 Supporting the professional development of creative practitioners in Hume.

1.3.2 Celebrating place, culture and creative expression.

1.3.3 Enhancing the aesthetic of the natural and built environment.

1.3.4 Engaging and connecting with local communities.

## 2 SCOPE

2.1 This Policy gives direction to Council's provision, management, maintenance and deaccessioning of public art in Hume City.

2.2 Within this policy, public art is any deliberately commissioned, locally resonant artwork, in any medium and of any scale, situated in the public realm. This includes objects and / or projects that are indoors or outdoors, temporary or permanent and which may be in the form of, but not limited to:

- a) Sculptures and installations (including stand alone or integrated / functional);
- b) Murals and street art (including applied art, mosaics, aerosol art, stencilling);
- c) Sound based or kinetic art;
- d) Performance based art; and
- e) Digital art (including projections, illuminated art, virtual, augmented or mixed reality pieces).

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- 2.3 The directions of this Policy also provide guidance for external organisations seeking to commission artworks or collaborate with Council in the provision of public art on Council land or in public spaces in Hume City.
- 2.4 The scope of this Policy is intended to provide direction and development of Council's formal Public Art Collection. The Policy is designed to complement the principles and parameters Hume Civic Collection Policy (2023).
- 2.5 The values and principles documented here may also be adopted for the development of decorative entry or gateway treatments, landscape design and architecture and memorials, if deemed appropriate within the scope of specific projects.

## 3 OBJECTIVE

- 3.1 This Policy supports the effective provision and management of public art in Hume City by guiding and facilitating artwork that is:
  - 3.1.1 Thematically relevant to the site context and supported by the local community.
  - 3.1.2 Appropriately aligned with Aboriginal and Torres Strait Islander heritage (if known).
  - 3.1.3 Of high material quality and aesthetic value; and
  - 3.1.4 Of no danger to people or the environment.

## 4 POLICY IMPLEMENTATION

### 4.1 Commissioning and Acquisition

- 4.1.1 Council will provide and facilitate art in public places in Hume City through any of the following methods:

#### Direct commissions

Whereby Council engages a professional artist or arts organisation to create a specific public artwork.

A direct commission may also result in the artist mentoring, or working with, the local community / artists to facilitate a public art outcome.

#### Collaboration and partnership

Development of artwork is undertaken in partnership and collaboration with stakeholders, which may include businesses, developers, education providers, government agencies, local organisations or community members.

Collaborations of this nature may be guided by a Memorandum of Understanding or funding agreement, as part of a Grant, within a developer contributions agreement or via participation on project steering / reference committees.

#### Purchase

Council purchases public artwork from an artist, gallery or agent - with agent or commission fees paid, if relevant.

#### Donations / bequests

Artworks acquired in this manner must be assessed by a Registered Art Valuer to determine their value.

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An Accession Recommendation Report will be presented to Council for consideration to determine whether or not to accept the donation / bequest offered.

4.1.2 All acquired or commissioned public artworks must comply with the Selection Criteria, Maintenance and Deaccession processes outlined in this Policy in order to be accessioned into Hume's Public Art collection.

4.1.3 Permanent and temporary / ephemeral artworks are supported through this Policy.

The expected life span and durability requirements of each public artwork will be specified as part of the commissioning and contracting process, however permanent artwork is expected to have a lifespan greater than 15-20 years and temporary / ephemeral artworks are expected to have a life span of less than 5 years and may be as little as one (1) day.

4.1.4 Council will ensure that all public art commissions are supported through appropriate risk and public safety considerations, lighting, landscaping and surrounding amenities (i.e. seating and pathways).

4.1.5 The provision of landscaping, lighting or amenity works will be either specifically identified within the project brief or separately funded and coordinated by Council.

### 4.2 Criteria for Commissioning and Acquiring Public Art

4.2.1 The commissioning and acquisition of public art will align with the objectives of *Hume Creative Community Strategy (2020-2025)*, assessed against the following criteria:

- a) Ability to provide high quality, diverse, innovative and contemporary artworks that tell distinct local stories, engage community and build creative capacity.
- b) Exhibit strong relevance to Council's adopted strategic directions.
- c) Are site specific and tell stories that are distinct and resonant to the community location in which it is placed.
- d) Incorporate community engagement and capacity building during development.

4.2.2 Demonstrated consideration of site context, including existing / planned urban form, natural landscape features, adjacent uses, public safety considerations and environmental impact.

4.2.3 Appropriately calculated budget and evidence of resourcing to deliver and maintain the proposed artwork, including:

- e) community engagement and evaluation;
- f) durability of materials / technologies for the intended lifespan;
- g) availability and cost of connecting any required utilities (i.e. power / water connections);
- h) ongoing provision and maintenance of ancillary elements for the duration of the art works lifespan.

4.2.4 Evidence of engagement of suitably experienced public artists / fabricators with demonstrated skills and capacity to deliver art projects in the public realm and realise the artistic vision of the project.

4.2.5 Evidence of appropriate use of design, materials and processes to support public safety outcomes and mitigate risks associated with the installation and maintenance of the artwork.

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- 4.2.6 Council may convene Project Working Groups and Public Art Advisory Panels on a case-by-case basis to support public art projects with expert and community input.

### 4.3 Priority Locations for Public Art

The following priority locations have been identified for the provision of public art in Hume City:

#### 4.3.1 Precincts / sites of significance/ activity centres:

- a) Civic spaces and places;
- b) Retail precincts, particularly: principal, major, specialty centres, and neighbourhood activity centres;
- c) Significant conservation areas and/or open spaces including State, Regional and District level open space, formal parklands and icon parks;
- d) Primary entry points to Hume City; and
- e) Tourism precincts.

#### 4.3.2 Major developments:

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

#### 4.3.3 Renewal / improvement locations:

- a) Locations aligned to place-based programs; or
- b) Locations linked to public safety outcomes, including those subject to anti-social behaviour, repeated acts of graffiti vandalism and litter hot spots.

#### 4.3.4 Culturally significant locations:

- a) Locations that have strong First Nations or other cultural / heritage value, including natural heritage value; or
- b) Locations that support specific cultural activity, gathering and reflection.

### 4.4 Funding and Procurement of Public Art

- 4.4.1 Council is committed to creating distinctive and vibrant communities through commissioning and acquiring public art for the benefit of the Hume community. This commitment is supported through the provision of an annual capital works budget.

#### 4.4.2 In addition to this, additional funding to deliver public art may be sourced through:

- a) External funding from grant and philanthropic sources;
- b) Contributions by developers (in-kind or otherwise); and
- c) Funding request via Council's budget process to undertake identified project / artwork creation beyond the scope of the annual budget allocation.

- 4.4.3 Formal commissions and purchases of public artworks will be undertaken in accordance with Council's Procurement Policy and best practice guidelines set by Arts Law and the National Association for the Visual Arts (NAVA).

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- 4.4.4 The commissioning of art in public places will utilise an appropriate procurement contract, guided by principles established through Arts Law and the National Association for the Visual Arts (NAVA).
- 4.4.5 External agencies providing art in public places will be encouraged to follow the best practice commissioning procedures used by Council. It is acknowledged that external agencies will have contractual and tendering processes appropriate to their organisation. In such instances open discussion will be facilitated between parties to attain clear understanding of project procedures and stakeholders. Agreements and outcomes will be documented to ensure transparency and accountability.
- 4.4.6 Artists commissioned to create public art for Council will be required to take out and maintain relevant insurances, including insuring artworks during fabrication, transport and installation.
- 4.4.7 Once installed, artworks will be declared on Council's insurance policy and professionally valued for insurance purposes every.

### 4.5 Sustainability and public art

In line with Council's ongoing commitment to sustainability, where feasible, new public art projects will:

- a) Prioritise sustainable materials (e.g. low embodied carbon, recycled material content etc) and ensure climate resilience - Reduce the environmental footprint of public artworks and use materials and finishes that can withstand future climate conditions including extreme weather and minimize maintenance impacts.
- b) If energy use is required, ensure it is used within the principles of conservation (avoiding unnecessary energy use), efficiency (using energy as efficiently as possible) and prioritising the use of renewable energy. – This could include artworks that integrate solar lighting, kinetic elements, or other sustainable energy technologies.
- c) Support climate awareness, education and climate action (to both reduce carbon emissions and build resilience to climate impacts). Promote urban greening - Artworks will be encouraged to reflect themes of environmental stewardship, biodiversity, and climate action and resilience. And consider opportunities to integrate nature-based solutions, such as living sculptures, or eco-conscious design.

### 4.6 Community and Stakeholder Engagement

- 4.6.1 Council will work with a range of stakeholders in the implementation of this Policy, including but not limited to:
- Hume residents;
  - Aboriginal and Torres Strait Islander custodians
  - Artists and arts organisations;
  - Property developers;
  - Private landowners;
  - Industry;
  - Place managers;
  - Retail precinct managers and tenants;
  - Facility managers;

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- Tertiary education institutions; and
  - Commonwealth and State Government.
- 4.6.2 Community consultation will be guided by Hume's Community Engagement Policy (2022). Specific community engagement plans, and community notification approaches will be developed and customised to support all projects developed under this Policy.
- 4.6.3 When community engagement is the aim of a public art project, project / artist selection criteria will include evidence of experience in working in a community capacity-building context to assist the community to realise their artistic statement.
- 4.6.4 Where possible, artists commissioned for art in public place initiatives will be invited to provide professional development opportunities and mentorships for Hume based artists and share their professional practice with the Hume City community. These opportunities may include, but are not limited to:
- a) Forums or workshops discussing previous art projects and their approach to the Hume City Council commissions;
  - b) Presentations of works in progress;
  - c) Masterclasses for local artists / art students;
  - d) Internship or subcontracting opportunities; and
  - e) Documentation of the work in development (e.g. stills, video, online editorial).
- 4.7 Cultural protocols – Aboriginal and Torres Strait Islander community engagement
- New public art projects will consider Aboriginal and Torres Strait Islander cultural context and may involve the following methods of consultation:
- a) Engagement with Traditional Owners Land Council including Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation, and its representatives to seek cultural guidance on protocols and approvals.
  - b) Identification of any sites of cultural significance and assessment of whether the proposed project aligns with Cultural Heritage Management Plan (CHMP) requirements.
  - c) Consideration co-design opportunities, where Aboriginal artists and community members are directly involved in shaping the project.
  - d) All public art projects in Hume will adhere to First Nations cultural protocols, ensuring that Aboriginal and Torres Strait Islander culture and intellectual property aligns with Creative Australia, Protocols for using First Nations Cultural and Intellectual Property in the Arts.
- 4.8 Signage
- 4.8.1 Where practicable, artworks displayed in the public realm must be labelled and interpreted, to acknowledge the artist and ensure local communities and visitors have intellectual access to the work. Labelling and interpretation may consider:
- Artists' description of the intent behind the work;
  - Use of community languages;
  - Availability of appropriate surfaces to affix labelling;
  - Use of printed material such as maps and promotional postcards;
  - Use of images of the artwork in Council publications, electronic news and website content; and

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- Appropriate use of online technologies to assist interpretation and engagement with works (eg. Smartphone interactivity, QR codes, augmented reality functions).

### 4.9 Communication about new public artworks

Hume City Council recognises that public art is a catalyst for ideas, dialogue, and social reflection. Internal and external communication messaging will encourage shared understanding of the value of public art beyond its aesthetic and placemaking functions, sharing stories that demonstrate how new works:

- a) Stimulate discussion by presenting diverse perspectives, cultural narratives, and contemporary issues in a visual or experiential form.
- b) Encourage critical thinking and invites the public to engage with themes that may challenge perceptions, inspire curiosity, or provoke debate.
- c) Amplify community voices by providing a platform for storytelling, self-expression, and cultural exchange and/or
- d) Reflect the evolving identity of Hume City, capturing its heritage, diversity, and aspirations.

### 4.10 Maintenance

- 4.10.1 Council will be responsible for the maintenance of all Council commissioned and acquired public artwork, with the exception of any specified contractual exclusions for individual public artworks.
- 4.10.2 All artists commissioned to design and fabricate new public artwork will be required, as stated in the Artist's Contract, to submit a Maintenance Manual for artwork on installation of the completed artwork.
- 4.10.3 All maintenance requirements for Council's Public Art Collection will be the responsibility of the Coordinator Arts & Culture and included in Council's Public Art Collection Register.
- 4.10.4 Council will only commission artworks it can appropriately maintain for the artwork's intended lifespan.
- 4.10.5 Maintenance requirements, particularly those resulting from material and site selection, will be considered in the short-listing of proposals within the commissioning process to ensure Council can appropriately fulfil its maintenance obligations.
- 4.10.6 In addition to the capital works allocation for public artworks, Council will allocate the necessary annual budget required to maintain works in the public art collection. This budget will be determined through consideration of maintenance manuals for each artwork, coupled with a periodic (every five years) maintenance needs assessment which will specify a planned approach for each item in the public art collection.

### 4.11 Required process to accession new works into the Public Art Collection.

- 4.11.1 Public artworks commissioned or acquired into the collection must be formally registered with the following information:
  - a) Civic Collection Database categories: ID Code, Title, Artist(s), Year, Short Description, Location, Copyright;
  - b) A maintenance plan including indicative budget, expected lifespan and conservation schedule to achieve the lifespan;

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- c) Copies of technical and engineering schematics and reports;
- d) Copies of permits and approvals;
- e) List of materials and material specifications; and
- f) List of major sub-contractors and material suppliers.

### 4.12 Deaccession Process

4.12.1 Public artwork will be considered for deaccession if it meets the following criteria:

- a) Item has ephemeral or limited life, or when the artwork has deteriorated at a faster rate than its specified lifespan, and the cost of repair is greater than the asset value;
- b) Item does not fall within the current selection criteria of this policy;
- c) Item is in poor condition and is considered to have insufficient significance within the parameters of the *Hume Civic Collection Management Plan* to warrant the allocation of resources for continuing conservation and/or storage;
- d) Item is irreparably damaged, destroyed or stolen with no prospect of retrieval;
- e) Item cannot be displayed due to social justice considerations, or changing social views, and is not suitable for research;
- f) Item is a public safety risk or at high risk of vandalism; and/or
- g) Item has incurred significant changes in the use, character or design of site context, considerably impacting the suitability of the work remaining in its present location.

4.12.2 Officers can recommend to Council the disposal of a work through:

- a) Donation or sale (if appropriate) to its donor or creator;
- b) Donation, transfer or sale to an institution where that item can be demonstrated to have relevance or ongoing provenance;
- c) Sale on the open market; and / or
- d) Destruction / repurposing of materials, where no other option is suitable.

### 4.13 Governance and Management of Public Art

4.13.1 Council Officers are responsible for the execution of Council's public art program, including the outcomes of this Policy, evaluation of public art projects, public dissemination of evaluation results, and oversight of the public art budget

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## 5 DEFINITIONS

- 5.1 **Public Art** is any deliberately commissioned, locally resonant artwork, in any medium and of any scale, situated in the public realm. This includes indoors or outdoors, temporary or permanent, which may be, but not limited to:
- Sculptures and installations (including stand alone or integrated / functional);
  - Murals and street art (including applied art, mosaics, aerosol art, stencilling etc);
  - Sound based or kinetic art;
  - Performance based art; and
  - Digital art (including projections, illuminated art, virtual, augmented or mixed reality pieces).
- 5.2 **Temporary / ephemeral art** is defined as work with an expected life span of less than 5 years, this includes works that may last less than one (1) day.
- 5.3 **Permanent art** is defined as any work with an expected life span of more than 15-20 years.
- 5.4 **Landscape architecture** is the treatment of outdoor open space and public areas, often incorporating the practices of garden and landscape design, urban and landscape planning. Landscape architecture involves built and natural environments including open space reserves, streetscapes and creek restoration design with a functional and/or aesthetic purpose.
- 5.5 **Gateway treatments** are landmarks highlighting a geographical entry point, at state or municipal level. Freeway, Tullamarine.
- 5.6 **Entry treatments:** are landmarks highlighting a geographical entry point, at a neighbourhood or suburb boundary, including entry into a housing or industrial estate.
- 5.7 **Monuments and memorials:** a statue, building, or other structure erected to commemorate a notable person or event.

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### 6 RELATED DOCUMENTS

- National Cultural Policy – Revive (2023)
- Creative State 2025 (2020-2025)
- Hume Creative Community Strategy (2020-2025)
- Hume Civic Collection Policy (2023)
- Hume Creative Places and Spaces – Arts and Cultural Infrastructure Plan (2023-2033)
- Hume City Council Plan Draft 2025-2029
- Hume Community Vision 2045
- Hume Social Justice Charter (2022)
- Hume Climate Action Plan (2023-2028)
- Hume Open Space and Recreation Strategy (2023)
- Hume Playspace Planning Framework and Reference Guide (2012)
- Hume Integrated Transport and Land Use Strategy (2022)
- Hume Community Engagement Framework (2022)
- Hume Graffiti Management Policy
- Hume City Council Procurement Policy
- Arts Law Contract
- The Victorian Heritage Register Criteria and Threshold Guidelines (2022)

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