

ART IN PUBLIC PLACES POLICY

Policy Reference No.	POL/148
File No.	HCC15/190
Strategic Objective	3.2.2 Cultural expression and the arts are supported through the enhancement of appropriate places and spaces, including the development of local arts precincts.
Adopted by Council	10/05/2015
Re-Adopted	22/06/2020
Date for Review	June 2025
Responsible Officer	Manager Community Strengthening
Department	Community Strengthening

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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, recognising its ability to support the community to participate in art, culture and creative pursuits as part of their daily life.
- 1.2 This Policy aligns to *Hume Horizons 2040*, Theme 3: A Culturally Vibrant and Connected Community:
- 1.2.1 Strategic Objective: Strengthen community connections through local community events and the arts.
- 1.2.2 Community expectation: Cultural expression and the arts are supported through the enhancement of appropriate places and spaces including the development of local arts precincts.
- 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, expression and enhancing the aesthetic of the natural and built environment.
- 1.3.3 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 For the purpose of 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 indoors or outdoors, temporary or permanent, which may be, 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 etc);
 - 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.
- 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 each specific project.

3 OBJECTIVE

- 3.1 This Policy supports the effective provision and management of public art in Hume City.

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

Council engages a professional artist or arts company 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 partnerships

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.

This may occur with 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 a public artwork from an artist, gallery or art agent, with agent's fees or commission fees paid where relevant.

Donations / bequests

Artworks acquired in this manner must be assessed by an independent valuer to determine their value.

A report will be presented to Council for its consideration to determine whether Council will accept the donation / bequest.

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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 accepted 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 five (5) 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 amenity (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

The commissioning and acquisition of public art will be aligned to the objectives of Hume Creative Community Strategy (2020-2025) and will be assessed against the following criteria:

4.2.1 Ability to provide high quality, diverse, innovative and contemporary artworks that:

- a) Exhibit strong relevance to Council's adopted strategic directions.
- b) Are site specific and tell stories that are distinct and resonant to the community / location in which it is placed.
- c) 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:

- community engagement and evaluation
- durability of materials/technologies for the intended lifespan
- availability and cost of connecting any required utilities (i.e power / water connections)
- 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.

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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.

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 Iconic precincts / significant places and spaces / principal 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; and
- 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 cultural / heritage value, including natural heritage value; and
- 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

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- c) Funding request via Council's budget process to undertake identified project / art work 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.
- 4.4.4 The commissioning of art in public places will utilise an appropriate procurement contract, including relevant principles of Arts Law contracts as required, and any modifications that may be required to account for the unique features of a project.
- 4.4.5 External agencies providing art in public places will be encouraged to follow the best practice commissioning procedures used by Council, however it is acknowledged that external agencies will have contractual and tendering processes appropriate to their organisation.
- 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 10 years.
- 4.5 Community and Stakeholder Engagement
- 4.5.1 Council will work with a range of stakeholders in the implementation of this Policy, including but not limited to:
- a) Hume residents;
 - b) Artists and arts organisations;
 - c) Property developers;
 - d) Private landowners;
 - e) Industry;
 - f) Place managers;
 - g) Retail precinct managers and tenants;
 - h) Facility managers;
 - i) Tertiary education institutions; and
 - j) Commonwealth and State Government.
- 4.5.2 Community consultation will be guided by Hume's Community Engagement Framework. Specific community engagement plans and community notification approaches will be developed and customised to support all projects developed under this Policy.
- 4.5.3 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.

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4.5.4 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 may include, but are not limited to:

- a) Forums or workshops discussing previous art projects and their approach to the Hume City Council commission;
- 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 (eg. stills, video, online editorial).

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

- a) Artists' description or intent behind the work;
- b) Use of community languages;
- c) Availability of appropriate surfaces to affix labelling and interpretation in the context of the work;
- d) Use of printed material such as maps and promotional postcards;
- e) Use of images of artworks in Council publications and website; and
- f) Appropriate use of online technologies to assist interpretation and engagement with works (eg. Smartphone interactivity, augmented reality functions).

4.6 Maintenance

4.6.1 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.

4.6.2 All artists commissioned to design and fabricate a 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.

4.6.3 All maintenance requirements for Council's Public Art Collection will be the responsibility of the Coordinator Community Capacity Building, and included in Council's public art register.

4.6.4 Council will only commission artworks it can appropriately maintain for the artwork's intended lifespan.

4.6.5 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.

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4.6.6 In addition to the capital works allocation for public artworks, Council will allocate the necessary annual budget required to maintain all works in the public art collection. This budget will be determined through consideration of maintenance manuals for each art work, coupled with a periodic (every five years) maintenance assessment which will specify the maintenance needs and provide a planned approach for each item in the public art collection.

4.7 Required process to accession New Works into The Public Art Collection.

4.7.1 Public artworks commissioned or acquired into the collection must include the following minimum items:

- 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;
- 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.

4.8 Deaccession Process

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

- a) 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) Does not fall within the current selection criteria of this policy;
- c) 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) Is irreparably damaged, destroyed or stolen with no prospect of retrieval;
- e) It cannot be displayed due to social justice considerations, or changing social views, and is not suitable for research;
- f) Is a public safety risk or at high risk of vandalism; and
- g) Has incurred significant changes in the use, character or design of the artwork site, considerably impacting the suitability of the artwork remaining in its present location.

4.8.2 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
- d) Destruction / repurposing of materials, where no other option is suitable.

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4.9 Governance and Management of Public Art

4.9.1 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.

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:

- a) Sculptures and installations (including stand alone or integrated / functional);
- b) Murals and street art (including applied art, mosaics, aerosol art, stencilling etc);
- c) Sound based or kinetic art;
- d) Performance based art; and
- e) 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 5 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. E.g., "Welcome to Melbourne" sign, Melbourne Airport, Tullamarine Freeway, Tullamarine.

5.6 **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.

5.7 **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.

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6 RELATED DOCUMENTS

Hume Horizons 2040
Hume City Council Plan (2018-2021)
Hume Social Justice Charter (2014)
Hume Creative Community Strategy (2020)
Hume Civic Collection Policy (2018)
Hume Community Engagement Framework
Hume Open Space Strategy (2010)
Hume Playspace Planning Framework and Reference Guide (2012)
Graffiti Management Policy
Hume City Council Procurement Policy
Arts Law Contract
Natural Heritage Interpretation Guidelines

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