

Public Art

COUNCIL POLICY NO. 142

1. POLICY PURPOSE

To provide a framework for the commission and acquisition of artworks that will become either Public Art or part of Council's Art Collection. This policy provides a transparent and accountable decision-making process about the design, placement, and conservation of artworks on Council managed land within the Gannawarra Shire.

2. POLICY STATEMENT

Public art is an important way to build an engaged and inclusive community. Council understands art has a positive impact on communities and is committed to working with artists and local creatives to facilitate art projects that inspire creativity, build identity, and celebrate sustainability in public spaces. The Public Art Policy provides a framework to support Council's commitment to the inclusion of artistic works in its urban strategic planning.

Artworks acquired by Council can be of different forms. This includes large artworks such as sculptures that will be permanently placed on Council's managed land as Public Art; and paintings that will become part of Council's Art Collection.

This policy covers artworks proposed for Council managed land and for Council's Art Collection. This includes pieces of art commissioned or acquired by Council; proposed by individuals or community groups; permanent and temporary artworks. Donations of artworks from individuals or groups may be accepted subject to the criteria of this Policy. There is no obligation for Council to acquire any artwork.

Definitions

Term	Meaning
Art	The product of creatives who intend their work and activities to be seen and read as art. It embraces material and immaterial products and concepts emanating from the imaginative and creative thinking of artists.
Public Art	Art in any media located in public spaces that is Council managed or impacted by Council's Planning Scheme.
Art Acquisition	The act of acquiring artwork through donation or purchase.
Art Commission	The act of requesting the creation of artwork.
Assessment Panel	Representatives from across the organisation from the following departments: Economic Development, Community Wellbeing, Infrastructure and Development. The Arts and Culture Officer will be the Panel chair.

This Public Art Policy aims to ensure artworks commissioned or acquired by donation or purchase on Council's managed land are:

- a. Strategically planned
- b. Appropriate to their context, placement, and location
- c. In alignment with Indigenous heritage and local history
- d. In alignment with the areas' brand and themes
- e. Relevant to the local community
- f. Supported by the local community
- g. Of excellent quality and aesthetic value
- h. In accordance with Council's planning, environmental and social policies, and strategies
- i. Maintained effectively over the long term

3. CRITERIA

Public art and artwork acquisitions and/or commissioned by Council, will be assessed against the following criteria:

- a. Standards of innovation and quality
- b. Relevance and suitability of the artwork to the proposed site and the Gannawarra community
- c. Consideration of public safety and access
- d. Consideration of ongoing maintenance and durability requirements
- e. Adequate funding and resources to build and maintain the asset
- f. Responsiveness to the guidelines of this Public Art Policy
- g. Responsiveness to the Gannawarra Planning Scheme

4. PROCESS

Council will assess and select public art proposals following the guideline below:

- a. Community members, including artists and organisations interested in displaying their work on a Council's managed public space or having their work added to Council's Art Collection must submit an Expression of Interest (EOI).
- b. An assessment panel will assess public art and artwork proposals considering:
 - Consultation with Council's Planning Department to determine if any permits are required.
 - If a Public Land Manager consent is required.
 - Artwork maintenance requirements.
- c. The assessment panel will review proposals and inform applicants of the outcome.
- d. Once an artwork is approved, a formal agreement between Council and the artist will identify the terms and obligations of both parties.
- e. Council will maintain a register of the Art Collection available for public access.
- f. Artworks acquired and commissioned become the property of Council on the date a formal agreement is signed.
- g. Artworks from the Art Collection can be displayed temporarily or permanently at public spaces if safety and art preservation requirements are met.
- h. A virtual exhibition of Council's Art Collection is available to be displayed at organisations and/or events.
- i. No continuous commitments for art acquisitions will be made by Council.
- j. Council is responsible for displaying, transporting, relocating, and deaccessioning artworks from Council's Art Collection.
- k. Artworks from Council's Art Collection can be donated and/or disposed of in alignment with this policy. The artist or the artist's family are to be advised in the event of donation or disposal of an artwork.

6. MAINTENANCE, REPAIR AND CONSERVATION

The artist is to provide Council with a maintenance manual to assist in conserving and maintaining the public art. Maintenance and repair is to be funded through Council's annual budget allocation which will be determined by the number, age, and value of the collection. The artist will be given first priority to undertake any maintenance required on the artwork.

7. DISPOSAL, DEACCESSION, REPURPOSE AND RELOCATION

Disposal, deaccession, repurpose and relocation of Public Art may be considered by Council subject to:

- a. How the artwork fits the objectives and criteria of this Policy
- b. The relevance of the work to the Gannawarra community
- c. Maintenance costs
- d. Damage, deteriorating artwork or poor condition
- e. Public safety
- f. Changes to the use of the public space

Relocating Public Art will occur in consultation with artists and other relevant stakeholders involved in its establishment. Artwork that has been identified for deaccession is to be fully documented prior to disposal or repurposing. Works will be offered back to the artist and/or donor in the first instance, followed by donating to a suitable non-for-profit organisation, or otherwise disposed of.

8. RELATED POLICIES

- Policy No. 143 – Community Engagement
- Policy No. 085 – Asset Management
- Policy No. 123 - Roadsides, Parks and Reserves Trading
- Policy No. 141 – Public Transparency
- Policy No. 128 – Asset Disposal and Rationalisation

9. POLICY REVIEW

Council will review this policy as required but always every twelve months. At the time of review, this policy was compliant with the Victorian Charter of Human Rights and Responsibilities Act 2006.

10. FURTHER INFORMATION

Members of the public may inspect all Council policies at Gannawarra Shire Council's Kerang and Cohuna offices or online at www.gsc.vic.gov.au. Any enquiries in relation to this policy should be directed to the Chief Executive Officer on (03) 5450 9333.

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