

PUBLIC ARTS POLICY

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| Policy Type: | Council |
| Responsible Department: | Community |
| Responsible Officer: | General Manager Community |
| Related Policies and Procedures | Community Engagement Policy Social Media Policy Procurement Policy |
| Date Adopted: | 6 August 2002 |
| Last Council review: | May 2014 |
| Next review date: | May 2017 |
| ECM Doc Set ID: | 1840086 |

1. POLICY STATEMENT

The City of Unley is committed to the creation and ongoing support of public arts and culture that reflects the social, economic and environmental character of the city.

Council will commission, support and advocate for public arts that stimulate thinking, invite interaction, celebrate diversity, increase awareness of local identity, allow for contemplation and question assumptions.

Council believes that the encouragement and creation of public arts and the involvement of the community in this process is fundamental to sustaining arts and culture in the City of Unley.

2. COMMUNITY GOAL

Living: Our Path to a Vibrant City
 2.3; Cultural and artistic diversity

3. POLICY OBJECTIVES

The objectives of this policy are:

- (a) To promote public arts projects within the public realm that improve the attractiveness and aesthetics of the City of Unley;
- (b) To provide a variety of opportunities for artists, practitioners and the community;

- (c) To provide opportunities for ephemeral, temporary and permanent artworks;
- (d) To enable the community to contribute to the conceiving, creation and implementation of public arts;
- (e) To increase awareness among the community of the value and role of public arts;
- (f) To develop a culture that values the contribution of public arts in all areas of Council;
- (g) To create artworks which have a relevance in terms of location, context, use of materials, medium and lifespan;
- (h) To ensure as far as practicable that art works which are under the care and control of the Corporation of the City of Unley are preserved in sound condition or de-accessioned according to the appropriate professional standards and methods.

4. PRINCIPLES

The following Principles underpin the City of Unley's approach to public arts:

4.1 GUIDING PRINCIPLES

- (a) Engage Unley
 - Public art works are contextual and provide recognition and celebration of the City of Unley, its history, environment and community.
 - Art works use, include or express Unley as a focus within the content, themes or responses.
 - A culture of participation and interaction is encouraged where every aspect of public art is related to connecting people, places, histories and narratives.
 - Sensitivity to community aspirations for identity and interpretations of place are considered in public arts projects and programs.
- (b) Foster Creativity
 - Opportunities and support are provided for artists and the community to be creative.
 - A demand for excellence, creativity, innovation and craftsmanship in public arts is fostered within the community, Council and other stakeholders.
- (c) Encourage Diversity
 - Programs that respect physical, social and cultural diversity of the City of Unley.
 - All members of society are represented.
- (d) Deliver Artistic Value
 - Projects and programs of the highest artistic quality that encourage creativity and put the artist's vision at the centre of the project conception.
 - Projects and programs that enrich human experiences through aesthetic experience, contribute to the aesthetic of the place or the enjoyment it provides.
 - Innovate and challenge through public arts to engage wider participation in debate.

(e) Be Relevant

- A dynamic and robust public arts culture is fostered that is constantly evolving, requiring numerous responses that reflect changes to society and the shifting and contested concept of the public.
- New cultural conversations inspire the creation of public arts that provide a new cultural conversation in Unley, creating artworks which have the capacity to entertain, question, provoke and introduce new ideas into the City.

4.2 IMPLEMENTATION PRINCIPLES

(a) Resourcing and Funding

- Funding and resourcing for public art projects must be realistic to ensure the required scope, intent or scale of the works can be delivered in accordance with Involve Unley: Public Arts Strategy.

(b) Seek Partnerships

- Partnerships, relationships and associations must be established and maintained that assist in the funding, curating, commissioning and delivery of Involve Unley projects and programs with interested parties including government departments, community based organisations, private business and tourism organisations.

(c) Planning

- Good planning principles, procedures and actions facilitate the planning, creation and implementation of public arts in the City of Unley over the next 5 years as per Council's Public Arts Strategy.
- Public art opportunities and treatments are considered within all urban design and place making projects.
- Regular reviews to consider future requirements and potential for new or adapted public art works.

(d) Curating Collections

- Agreed guidelines and procedures are established to guide the development, implementation, and preservation of public art works.
- Commissioning a highly visible contemporary public art collection that is progressive, innovative and embraces a variety of stimulating approaches, media and scales.

(e) Document

- Processes and programs are established for the recording and capture of public arts in the City of Unley. Develop suitable collection points, archives, catalogues and digital media to ensure the lasting presence of all public art works.
- Community play an active part in the documentation and recording process and capitalise on existing social media platforms such as (but not limited to) facebook, twitter, youtube, myspace, blogs and wikis.
- A register of public art works in the City of Unley is developed.
- Work Health and Safety compliance, insurances and safety and risk assessments are undertaken in relation to the design, installation, maintenance and refurbishment of public art works.
- De-accessioning of works respects the art works, the location, and the artist(s) under the *Copyright Act 1968* (Moral Rights) and has their work treated in the

required manner under the Act (right to attribution or a right to integrity).

(f) Maintenance and Care

- Care of existing and future collections and ongoing maintenance operations are funded to ensure a continuous cultural connection is maintained between the public artworks and the City.
- Appropriate timeframes (to be determined by each individual project) are applied for the life of the art works in conjunction with the creators and curators.

(g) Evaluation

- Criteria for the evaluation of public arts are established in the early stages of each project. Criteria are based on the objectives of promoting debate, encouraging change and expanding thinking.
- Formative evaluation methodology is embedded into the process and production of public artworks that provides ongoing discussion and feedback to measure the key indicators of success of each project and program.
- A summative evaluation methodology is used for the public art works outcomes that measure the success of each project and program against the principles and objects of the Strategy and makes future recommendations.

(h) Council reserves the right to seek external professional expertise in the drafting of project briefs, commissioning and assessment of tenders/submissions, and with ongoing curating, valuation, and de-accessioning of public art works under its care and control.

5. DEFINITIONS

For the purpose of this Policy, the following definitions apply:

- (a) **Public Arts** broadly means visual, digital, oral, literary and performance arts practises and media that demonstrate creative or cultural intent. The form, style, commissioning and implementation require unique descriptions to further define the type, size, purpose, function and length of duration of the art works.
- (b) **Community** means “the public” and includes ratepayers, residents and all people who live, work, study, conduct business or use the services, facilities and public places in the City of Unley. These people are often referred to as “stakeholders” in the affairs of Council.
- (c) **Ephemeral** means public arts which may erode or deteriorate over time, disappearing altogether.
- (d) **Temporary** means public arts that are not permanent and will exist for short periods of time and be removed, de-accessioned
- (e) **Permanent** means public arts that remain and become constant features within the fabric of the city.
- (f) **De-accession** means to remove a work of art from public display temporarily or permanently.
- (g) **The Act** means the Local Government Act 1999, as amended.
- (h) **Council** means the elected member body representing the City of Unley community, or, staff operating under delegated authority to act on behalf of Council.

6. LEGISLATION/REFERENCES

Local Government Act 1999
Copyright Act 1968
Work Health and Safety Act 2012

7. POLICY DELEGATIONS

The officers listed below have sub-delegation under this policy;

General Manager Community

8. ROLES/RESPONSIBILITIES

The Cultural Development Coordinator will be the main project officer responsible for the implementation and monitoring of this policy.

9. AVAILABILITY

The policy is available for public inspection during normal office hours from:

Civic Centre
181 Unley Road
Unley SA 5061

A copy may be purchased for a fee as determined annually by Council.

It is also available for viewing, download and printing free of charge from the Council's website, www.unley.sa.gov.au

10. DOCUMENT HISTORY

| Date: | Council/Committee/Internal | Comment: |
|-----------|----------------------------|----------|
| 18/10/10 | CSP (367/10) | |
| 25/10/10 | C (758/10) | |
| 8/10/12 | CSP (139/10) | |
| 22/10/12 | C (564/12) | |
| 19/5/2014 | C&C (14/14) | |
| 26/5/2014 | C(1139/14) | |