



# Public Art Policy

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Next Review Date:	
Division/Department:	Community Services/Cultural Development
Responsible Officer:	Cultural Development Coordinator
HPE CM Record Number:	19/78824

## 1 Policy Statement

That Council supports and encourages the development of public art and public art opportunities that preserve, emphasise and enhance distinctive local identity and the natural and built assets of the Municipality in both public spaces or on private sites which impact on the public domain

## 2 Background

There is growing interest in the Woollahra Municipality in integrating artworks into public places. This first policy, adopted in October 2006, took as its starting point Woollahra Municipal Council's Cultural Plan.

Adopted in November 2003, the Woollahra Cultural Plan provided clear direction for the long-term benefit of our community's cultural development and a framework for the management of the Municipality's cultural resources. The Cultural Plan highlighted that whilst there is strong evidence of private art collection and widespread participation by residents as artists and audience in the arts and cultural activities, there is little public art or a coordinated approach to local activities which promote arts and cultural development opportunities for community participation. A strategic goal of the Cultural Plan was the development of a Public Art Policy 'that provides a decision making framework for Council in the commissioning and maintaining of site specific art and design.'

The Public Art Policy and Public Art Implementation Plan currently link to strategic objectives within the Woollahra Social and Cultural Plan 2018 - 2030.

The Woollahra Social and Cultural Plan was adopted in 2018 and combines Council's social planning and cultural planning roles and responsibilities. The Plan was developed through consultation with a diverse range of community and cultural networks and can be read as a support document of the Council Community Strategic Plan called Woollahra 2030.

## 3 Purpose

The purpose of this policy is to provide a framework for the development of public art and public art opportunities in the Woollahra Municipality. To be read in conjunction with the Public Art Implementation Plan.

## 4 Legislation

There is no legislation that requires councils to develop a public art policy however the following planning documents have informed the process of developing this policy:

- *Cultural Planning Guidelines for Local Government (2004)*, NSW Ministry for the Arts and the Department of Local Government.
- *Public Art Resource Kit (2003)*, Local Government and Shires Association of NSW.

## 5 Definitions

**Public art** can be defined as artistic works or activities created for, located in, or part of a public space or facility such as parks, foreshores, squares, spaces within public buildings or any space accessible to the general community including private sites which impact on the public domain. Public art can adopt many forms and approaches from community cultural development, place making projects, stand-alone public artworks to the conceptual contribution of artists to the design of public spaces and facilities.

Public art may cover a wide range of forms and practices and includes sculptures, monuments, murals, artworks and functional objects such as fountains, street furniture, lighting, paving. More recently, the term ‘public art’ refers to contemporary art practice that occurs outside of the traditional museum or gallery system, and can include a diversity of temporary works and activities such as performance art, installations, street banners, aerosol art, electronic and computer generated and projected artworks.

**New works** refers to new artworks for existing public space and the contribution of artists to the design of new public spaces, including functional artworks both permanent and temporary.

**Collections** refer to existing Public Art Assets in Council’s ownership and care on Council managed Land. Woollahra Council already has a number of objects that would be covered by the definition of a Public Art Policy including but not limited to Woollahra Small Sculpture Prize, Bicentennial Art Prize acquisitions and artworks accepted by Council as a donation.

**Public Programs** refers to the development of Public Programs that aim to encourage greater understanding and awareness of public art and its relationship to the natural and built environment. A Public Program commits to processes that promote a stronger sense of community identity, sustainability, skills development and community education.

**Community Cultural Development:** The Cultural Planning Guidelines for Local Government defines cultural development as

*“those actions contributing to cultural vitality. Cultural development therefore involves numerous council functions, not only arts, entertainment and cultural programs, but also community services and facilities, urban and landscape design, heritage conservation, parks and recreation, planning and development controls.”*

Community Cultural Development is a collaborative process which actively involves communities in participating in, developing and managing their arts and cultural activities. It

has the capacity to strengthen communities and is essential to the development of public art as it contributes to the success of the outcomes.

## 6 Scope

The policy relates to the creation of new public artworks and the conservation of existing public artworks and collections in public spaces. This includes works that are in public spaces or on private sites which impact on the public domain.

## 7 Policy Principles

### Values

The following values will apply to Council's Public Art Policy in relation to the development of public art and public art opportunities in the Woollahra Municipality.

The development of public art and public art opportunities shall endeavour to:

- reflect Council's values of cultural diversity, safety, amenity and equity of access.
- enhance local identity, enrich residents' lives and create a sense of place.
- incorporate the principles of Community Cultural Development including the provision of opportunities for community involvement and education.
- honour the unique heritage of the area including Aboriginal and Torres Strait Islander culture.
- provide opportunities for the development of artists skills and experience as well as value the role of artists to present new ideas and concepts relating to contemporary life.
- reflect the principles of Ecologically Sustainable Development (ESD).

## Objectives

This policy aims to ensure that the development of public art and public art opportunities in the Municipality is:

- enhancing the natural and built assets of the Woollahra Municipality.
- integrated into its public domain improvements.
- encouraging, where relevant, the development of public art and public art opportunities as part of the development approval process for private sites which impact on the public domain.
- reflecting a strong commitment to design innovation and artistic excellence.
- strategically planned, adequately resourced, effectively and efficiently managed.
- maintaining and preserving its existing public art collection
- promoting cultural diversity, safety and inclusiveness.
- providing employment and training opportunities for artists.

## 8 Relationship with other Policy/Planning Documents

This policy is to be read in conjunction with the Woollahra Council Delivery Program 2018 - 2021 and Operational Plan (as amended from year to year), the Woollahra Social and Cultural Plan 2018 - 2030, the sections 7.11 and 7.12 of the EP&A Act, formerly known as section 94 and section 94A, Woollahra Council Section 94A Plan, and Community Land Plans of Management and Parks and Reserves Masterplans.

## 9 Implementation

This policy will be supported by a Public Art Implementation Plan which will outline the stages of implementing the Public Art Policy, including the identification of public art opportunities and locations, and sources of funding.

Funding for the public art program will be supported by reserving 10% of Section 94A funds collected, up to a maximum of \$100,000 in any one year.

## 10 Responsibility

This policy is the responsibility of all Divisions of Council, with the review to be undertaken by Cultural Development within the Division of Community Services.

## 11 Policy References

*Cultural Planning Guidelines for Local Government (2004)*, NSW Ministry for the Arts and the Department of Local Government.

*Public Art Resource Kit (2003)*, Local Government and Shires Association of NSW.

*The Code of Practice for the Australian Visual Arts and Craft Sector (2004)*, National Association for the Visual Arts Ltd.

*Public Art Training for Local Government Level 1 and Level 2 (2004, 2005)*, Local Government and Shires Association of NSW.

*Public Art Policy + Plan (2005 - 2009)*, Hurstville City Council.

*Public Art Policy (2003)*, Holroyd City Council.

*Public Art Policy (2001)*, City of Blue Mountains.

*Living Environments Art in Public Places Policy (2001 - 2003)*, Hastings Council.

*Placemaking, Public Art Policy (2003)*, Tweed Shire Council.

*Cultural Plan (2003)*, Woollahra Municipal Council.

*Management Plan (2005 - 2008)*, Woollahra Municipal Council.

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