

Trim Container	FOL/20/801
Trim Document Number:	DOC/20/47113
First Issued / Approved:	1/9/2020
Last Reviewed:	1/9/2020
Next Review:	1/9/2025
Responsible Officer:	Public Art and Culture Coordinator
Date Placed on Intranet::	11/9/2020

1. PREAMBLE

1.1 Background

The City of Holdfast Bay values the role that art plays in enhancing and celebrating the unique identity, rich heritage and vibrant culture of the city and recognises that public art has an important part in contributing to civic identity and people’s connection to place.

In 2019 the Creative Holdfast: Arts & Culture Strategy was developed to provide a five year framework to guide the coordination and investment in arts and culture across Holdfast Bay with a vision to be a leading creative and cultural city.

This policy confirms the commitment to the Creative Holdfast: Arts & Culture Strategy and complements the Creative Holdfast Public Art Guidelines 2020 – 2025. The Guidelines and Policy have been developed in conjunction with one another and are inter-related.

1.2 Purpose

The Public Art Policy and Public Art Guidelines will direct the future of public art into public spaces and capital projects for the City of Holdfast Bay through an appropriate and considered process. Public art reflects the identity of place and increases the liveability and cultural richness of city.

Continual investment in public art will reinforce Council’s commitment to create distinctive places and precincts, cultivate creative values and strengthen our rich cultural heritage. It will also foster the development and growth of creative and cultural industries.

The objectives of the Public Art Policy are:

- 1.2.1. Provide a strategic approach for the commissioning of quality public art that will enrich the city’s unique environment and add vibrancy and interest to public space.
- 1.2.2 To establish a consistent and effective process for the procurement, maintenance and management of public art.
- 1.2.3 To implement a streamlined and considered approach to the commissioning of public art in the city and ensure a quality outcome in both the process and delivery.

- 1.2.4 Provide opportunities for the public to engage with and increase their awareness, appreciation and knowledge of public art.
- 1.2.5 Promote and encourage collaborative partnerships between design professionals (urban and landscape architects, planners, builders) and artists and integrate art into a variety of public spaces.
- 1.2.6 Ensure a commitment to excellence, innovation and diversity in keeping with the aesthetic and cultural significance of the city's public domain.
- 1.2.7 Provide opportunities for artists at all levels and career stages.
- 1.2.8 Encourage and facilitate the provision of public art and the adoption of integrated art, design and planning processes by all levels of government and the private sector.

1.3 Scope

This policy applies to all existing and future public artworks across Council and guides the approach for the management, procurement and commissioning of public art and arts activations in the city. This includes any area of public space that is deemed appropriate by Council, including parks, streetscapes, plazas, public buildings, and other public recreation spaces.

1.4 Definitions

Public art is broadly defined as work activity designed by artists for public space and accessible to the general public. The work can be temporary or permanent installations or forms of public entertainment which provides opportunities for audiences to engage through visual, auditory or physical interaction.

1.5 Strategic Reference

Our Place 2030 Community Plan

Community: Building a healthy, active and resilient community

Community: Celebrating culture and diversity

Community: Providing welcoming, accessible facilities

Community: Fostering and engaged, contributing community

Placemaking: Creating lively and safe places

Placemaking: Developing walkable, connected neighbourhoods

Placemaking: Building character and celebrating history

2. PRINCIPLES

- 2.1 Value the role of artists and creativity in our city.
- 2.2 Ensure the implementation process for all forms of public art follows the appropriate guidelines and procedures.
- 2.3 Supports artistic excellence, innovation and diversity.
- 2.4 Ensure that Kaurua heritage and culture is considered at the inception of the project and ongoing.
- 2.5 Ensure that public art is in keeping with any surrounding built or natural heritage.
- 2.6 Ensure that public art enhances economic development and cultural tourism.
- 2.7 Ensure that inclusivity and universal access are considered at the initial stage of the project conception through to delivery.

3. REFERENCES

3.1 Legislation

- *Local Government Act 1999*

3.2 Other References

- Creative Holdfast Public Art Guidelines 2020 - 2025
- Creative Holdfast: Arts & Culture Strategy 2019 - 2024