

1 Preamble

1.1 Background

- 1.1.1. Public art is one form of expression of cultural values, and as such will be one element of Council's activity in cultural development initiatives.
- 1.1.2. The Policy will guide the establishment of public art which is supported by a set of clearly articulated assessment criteria.
- 1.1.3. Council recognises that implementation of its public art policy in a focused, coherent and coordinated manner, has the potential to generate significant benefits, tangible and intangible, in the long-term development of the city and:
- a. Endow it with a unique artistic expression that makes the city a stimulating and enjoyable place in which to live, work and visit;
 - b. Enhance and augment its distinctive identity and "sense of place";
 - c. Foster a positive civic identity and pride that is readily recognised and admired for the value it generates in nurturing a culturally rich and dynamic environment;
 - d. Contribute to the development of cultural tourism;
 - e. Develop modern cultural heritage that will foster an understanding and appreciation of our identity, history and aspirations for future generations.
- 1.1.4. For the purposes of the City of Holdfast Bay's Public Art Policy, the term public art focuses on the public domain, and in particular, the enhancement of sites of civic, cultural or redevelopment significance. However this will not preclude the development or facilitation of other opportunities. For the purposes of this policy, the public domain includes all open spaces such as parks, streets, squares, foreshore promenades and outdoor recreation facilities that are not on private land.
- 1.1.5. "The term "art" is defined as the product of practitioners who intend their work and activities to be seen and read as art. Art is interpreted in the widest sense of the word. It embraces material and immaterial products and concepts emanating from the imaginative and creative thinking of artists. This includes work and activities from a broad range of disciplines including visual arts, crafts, design, electronic and computer art, performance, sound and ephemeral art.
- 1.1.6. The term "public art" is defined in the broadest sense as artistic works or activities created for, located in or part of a public space or facility. It also includes the conceptual contribution of an artist to the design of public spaces and facilities." City of Sydney Public Art Policy, 1999
- 1.1.7. Priority will be given to the:
- a. Integration of public art with public realm sites, through an insistence on relevance and meaningful connections between work and site
 - b. Integration of artists into the early stages of the planning and design process in order to more successfully ensure the integration of art with the site
 - c. Development and implementation of a Council initiated program of permanent public art commissions

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1.2 Purpose

- 1.2.1. The Public Art Policy has been developed so that its aims and objectives can be implemented in a coherent and consistent manner in conjunction with Council's wider long term objectives for the City.
- 1.2.2. The Public Art Policy aims to encourage the creation, recognition and development of the City of Holdfast Bay as a distinctive and enjoyable place, in part for the richness, vitality and diversity of its artistic expression.
- 1.2.3. The objectives of the Public Art Policy are to:
- a. Ensure the establishment of public art that is integrated into the fabric of the city in ways that will reflect, respond and give added meaning to Holdfast Bay's unique environment, community pride, history and culture;
 - b. Ensure a commitment to excellence, innovation and diversity in keeping with the aesthetic and cultural significance of the city's public domain and with the dynamic and experimental nature of contemporary art practice;
 - c. Nurture the city as a creative environment in which opportunities for artists and their role in the community can flourish and expand;
 - d. Encourage a greater contribution by artists in the design and development of the City's public domain by facilitating collaboration between artists, planners, architects and urban designers in all Council capital works projects;
 - e. 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;
 - f. Recognise that the City of Holdfast Bay comprises a number of diverse communities and where appropriate identify and involve communities in the creative planning process and thereby encourage civic pride;
 - g. Increase understanding, debate and enjoyment of public art;
 - h. Increase awareness and appreciation of the significant benefits provided by a rich and diverse artistic environment.

2 Definitions

- 2.1.1. There are no definitions associated with this policy.

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3 Policy Statement

- 3.1.1. Council will commission public art: -
- a. That is integrated into all suitable capital works projects undertaken by Council.
 - b. For major civic events e.g. the celebration of Federation, and key urban design opportunities such as the city entries.
 - c. That involves innovative strategic partnerships and best practice approaches with other levels of government and the private sector.
 - d. With clear guidelines and criteria for all public art commissions including acquisitions, bequests and projects proposed to Council.
- 3.1.2. Council will explore a range of funding options including a firm financial commitment by Council as well as the generating of income from other sources including:
- a. Arts SA;
 - b. Australia Council
 - c. Private sector sponsorship;
 - d. Donations and bequests;
 - e. Development approvals; and
 - f. Other Commonwealth and State Government funding opportunities

4 References

4.1 Legislation

- 4.1.1. Local Government Act 1999

4.2 Other References

There are no other references associated with this policy.

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