

1. BACKGROUND

The Coonamble Local Government Area (LGA) is a vibrant, thriving community that continues to draw inspiration and opportunities from its natural beauty, land and people and connected by a powerful sense of belonging.

Coonamble Shire Council (Council) plays a key role in the development of public spaces and as such is the driver to including public art in its many forms in urban and rural environments, whether through direct commissions or in partnership with business and other tiers of government, or through community driven initiatives.

2. PURPOSE

The purpose of public art is to generate significant benefits, tangible and intangible, in the long-term development of Coonamble LGA as a progressive and sustainable place to live, and a desirable visitor destination.

This Policy provides the framework for contributing to this commitment and the process by which the Council will support and manage initiatives in the development of public art and manage, co-ordinate and preserve Coonamble's existing public art resources.

The objectives of this Policy are to:

- Explore and foster a diversity of experiences, art forms and locations.
- Contribute to the demonstration of Coonamble as a creative place.
- Celebrate local identity and cultural diversity.
- Cultivate and contribute to a sense of identity and pride in public spaces.
- Increase the appreciation and understanding of public art.
- Excite the imagination of the public and create conversation and social connection.
- Encourage high quality artworks which have relevance to their location and its community.
- Provide a framework for the commissioning and management of public art.
- Provide for a public art program that offers increased access to and participation in public art.

This Policy provides a clear and comprehensive framework for public art development, administration, implementation, and management and ensures the efficiency, transparency, and equitability of the public art selection process.

3. POLICY STATEMENT

Through this Policy, Council recognises that as the most visible and accessible art form, public art plays a role of unprecedented importance in contributing to the expressive dimension of the town. Council also recognises the need to maximise the interpretation, promotion and celebration of the LGA's cultural heritage, creative expression and built and natural environments.

4. SCOPE

This Policy applies to employees and contractors of Council and guides all public art projects proposed, initiated, implemented and/or managed by Council.

5. DEFINITION

Public art is a concept or work created by an artist or artists in any medium which is accessible to the public, in a public place owned or administered by Coonamble Shire Council.

Public art intends to convey creative expression and is widely understood to encompass many forms, materials, processes, expected lifetimes and intended goals. Public art may be permanent, temporary or integrated with the built or natural environment.

6. GUIDING PRINCIPLES

Council will consider the installation of public art based on:

6.1. Excellence in project initiation, concept, design and fabrication. A cohesive and contemporary public art collection will result from public art which is designed and fabricated in a way to ensure physical suitability and characteristic relevance to the space, as well as being safe and sustainable over the life of its installation. The costs of maintenance over a 10-year period will be assessed, along with the estimated life span of the project.

6.2 Transparent decision-making process. The identification, commission and assessment of all public art will be through transparent, equitable and inclusive processes. Council will consult with internal and external key stakeholders. On projects of significance Council may convene a Public Art Advisory Panel (PAAP) to evaluate and assess public art proposals against the prescribed criteria of a project brief (in the case of commissions) or the guiding principles of the Public Art Policy (in the case of unsolicited submissions). Recommendations and endorsements for the implementation of public art projects will be submitted to Council by the PAAP. Final approved of any public art projects will be made by Council.

6.3 Availability of funding. Council will determine ways to allocate funds for commissioning public art. Some allocation may be made from the Council's annual operating budget, but other funding opportunities may arise or be identified through partnerships with corporations, philanthropists and community members, as well as Federal and State Government.

6.4 Relationship to space. Planning for public art projects will consider the context of a place to ensure artworks reflect and contribute to the unique character and identity of local communities. Regard will be given to the anticipated response of the public, current and potential future use of the space.

6.5 Meaningful community engagement. Council will engage with relevant stakeholders to inform public art projects, including the identification of sites and suitable forms of public art and consultation with traditional owners. Meaningful and

relevant community engagement will help to ensure public art is culturally appropriate and fosters community ownership. Community engagement undertaken will be in line with Council's Community Engagement Policy.

6.6 Contribution to the local economy. Public art contributes to the local economy by improving cultural tourism, community wellbeing and pride, increasing innovation in future planning and design, delivering growth in creative industries, and/or enhancing regeneration invigoration of local industry and/or production. Local artists will be prioritised, providing employment opportunities and building the capacity of the LGA's arts industry to become more viable and sustainable.

6.7. Defined roles and responsibilities. For each public art project, Council will prepare an Artist's Brief and Project Brief developed in accordance with the National Association for the Visual Arts (NAVA) Code of Practice and Council's Procurement Policy. The Briefs should contain the following information:

- 6.7.1 Details on what is required of the artist at each stage of the selection and creation processes.
- 6.7.2 Type of work proposed including a description of scale, material constraints and any stylistic preferences and desired outcomes of the project (including but not limited to material, social and artistic outcomes).
- 6.7.3 Background information on the community, the site and stakeholders.
- 6.7.4 Criteria for selection and who will make the selection.
- 6.7.5 Budget available for the design concept and fabrication.
- 6.7.6 Deadlines and required completion date.
- 6.7.7 Proposed contract including clarification of who will own copyright in the completed work, confirmation that artists will retain copyright in submitted designs throughout the selection process and acknowledgement of the artists' moral rights.

6.8 Maintenance. As part of the commissioning process the artist is required to provide a maintenance schedule for the work. Council is responsible for ensuring maintenance is undertaken as prescribed. If maintenance is to be outsourced the artist will be given first option to undertake the maintenance.

7. SELECTION

Public artworks may be commissioned by open advertisement, invited or received as an unsolicited submission. Generally, commission will be the preferred selection method to provide Council with greater ability to ensure the guiding principles are considered. The following four-stage selection process is suggested as a basis for publicly funded projects:

7.1An Artist's Brief and Project Brief is developed. Where appropriate this will involve community consultation.

7.2Council will advertise the project widely, inviting artists to submit expressions of interest or concept proposals, in response to the Briefs.

7.3 A shortlist is drawn up from these initial submissions, and the shortlisted artists are invited to submit a detailed response to the Brief. An appropriate design fee may be paid to all artists at this stage.

7.4 The artist (or artists) is selected on the basis of the detailed submissions.

8. REMOVING OR RELOCATING PUBLIC ART

Decisions for removal or relocation of Public Art projects will consider:


8.1. Objects that become dated or inappropriate to the community as a result of a majority change in community view.

8.2. Objects which have reached the end of their identified life (either maintenance or relevance).

8.3. Objects that are not safe to the public.

8.4. Objects for which adequate care and maintenance is not available.

In the process of decommission or relocating any permanent public artwork, Council will endeavour to contact the relevant stakeholders, including the artist should it be possible, detailing the reasons for the decommission or relocation. In regard to public artworks that resulted from community art projects, all efforts will be made to consult with the person who co-ordinated the project. If it is considered that an artwork of significant public interest is to be decommissioned a Public Notice will be issued by Council detailing the reasons for the decision.

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Hein Basson GENERAL MANAGER		$\frac{14}{01}{22}$