



PUBLIC ARTS POLICY

TRIM: 191890.2020

Adopted: 21 July 2020



1. LEGISLATIVE REQUIREMENTS

Local Government Act 1993
Copyright Act 1968

2. PURPOSE

Public art is an investment for and of the communities. Public art increases economic visitation and illustrates Council's commitment to narratives of culture, accessibility, diversity, heritage, and shared aspirations.

It is internationally recognised that public art contributes to the transformation of the urban landscape. Public art provides wayfinding opportunities, allows for creative engagements and best practice placemaking. It actively engages residents and visitors in public spaces.

Council will support, encourage, promote, guide and assist with the planning, development, implementation and care of ephemeral, temporary and permanent Public Art in the Liverpool Local Government Area (LGA).

This policy, in line with the Public Art Strategy (currently under draft), will provide Council a framework for a planned and coordinated approach to Public Art. Public art will be acknowledged and maintained. This policy sets out the framework for commissioning, funding and the preservation of public art, both by the Council and other stakeholders.

3. SCOPE

This policy refers to all sanctioned Public Art located, or proposed, in the public domain within the Council's LGA. It defines a framework for public art deliverables that acknowledge the Directions outlined in *Our Home, Liverpool 2027. Community Strategic Plan*:

- a) Creating Connection
- b) Strengthening and Protecting Our Environment
- c) Generating Opportunity
- d) Leading through Collaboration

The policy aims to integrate artists' and craftspeople's skills, vision and creative abilities into multiple aspects of creating new spaces and regenerating old ones, to expand engagements between the broader community and the arts and cultural sector.

Council is committed to high quality, relevant Public Art and will directly commission artworks, work in partnership with other commissioning bodies, individuals and support artists and communities in initiating independent and council approved Public Art activities.

Unauthorised public art is regulated through Councils Graffiti Management Strategy and Action Plan and does not form any part of this policy.

4. DEFINITIONS

Community Engagement: community engagement seeks to better engage the community to achieve long-term and sustainable outcomes, processes, relationships, discourse, decision-making, or implementation.

Culture: According to UNESCO, 'Culture should be regarded as the set of distinctive spirartitual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs.'
(UNESCO, Universal Declaration on Cultural Diversity, 2 November 2001)

Deaccessioning: Refers to the process used to remove permanently an object, artwork or assemblage from an organisations collection.

EOI: Expression of Interest are a common process for public art and creative processes. EOI's are often a multistage process. The first stage is usually an unpaid call for applications, with shortlisted artists being commissioned for a more in-depth application.

Ephemeral: Artworks that are designed to slowly disintegrate over time within a space due to the nature of material and their interactions with the surrounding environment.

Heritage: Heritage is all the things that make up identity - our spirit and ingenuity, our historic buildings, and our unique, living landscapes. Our heritage is a legacy from our past, a living, integral part of life today, and the stories and places we pass on to future generations.

Public Art: The work may be ephemeral, temporary or permanent in nature. Public art may be located in or part of a public space or facility and can be commissioned by both the public and private sector. Public art also includes the conceptual contribution of an artist to the design of public spaces and facilities. Public Art is crucial to the development of public places which are innovative, vibrant and meaningful and allow curiosity, playfulness and or a sense of connection to form.

- a) Functional Connection; seating, lighting, bollards
- b) Decorative: Incorporated into structures eg paving, awnings
- c) Iconic: Stand-alone sculptural works
- d) Integrated: fully incorporated within the design eg flooring, windows
- e) Interpretative: describe, inform or educate, on issues, events, situations eg signage, plaques, text based work

Permanent artworks are generally intended for a lifespan of 5-15 years or longer depending on the durability of materials and a contractual agreement with artist on the lifespan of the work and commission.

Site-responsive: Site response in art occurs when the artist is engaged in an investigation of the site as part of the process in making the work. The investigation will take into account geography, locality, topography, community (local, historical and global), history (local, private and national).

Solicited: In response to an invitation or Expression of Interest (EOI) to commission new public art

Street Art: Commissioned mural artworks that have prior approval from council. They still embody aspects expected in relation to site-responsive and community engagement.

Temporary Artworks: Are generally designed to last between 0-5 years. These may include performance based works, temporary installations etc.

Unsolicited: A submission to create new public art that is not related to an invitation or EOI.

5. **ASSESSMENT**

All Public Art related activities, EOI's through to deaccessioning, must be conducted honestly, transparently and in a manner that is fair and equitable to all parties. Therefore, processes, decisions and activities must:

- a) Be undertaken with consistent and appropriate documentation to ensure equitable outcomes.
- b) Be free from any conflict of interest that may result in any unfavourable, favourable or preferential treatment.
- c) Ensure impartiality throughout the process.

Decisions on Public Art Projects, Exhibitions and Programs will consider relevant strategic Directions adopted by the Council and:

- a) Demonstrate a high standard of excellence and innovation.
- b) Be distinctive, original and reflect the diverse stories, histories and environments of the LGA.
- c) Consider public safety and the impact on the environment.
- d) Demonstrates consideration for public access and audience impact.
- e) Is site-responsive.
- f) Is consistent with current planning, policies and plans of management including current planning, heritage, environmental and procurement policies.
- g) Achievable within the project timeframe and budget.
- h) Issues of maintenance and durability are addressed

- i) Are a significant addition to the Public Arts collection of the Council.
- j) Projects, Exhibitions or Programs must develop community pride and a sense of belonging.
- k) Be socially engaging, increase community interaction and conversations in the public realm.
- l) Increase accessibility and explore sensory engagements.
- m) Provide educational opportunities.

6. OPPORTUNITIES

This Policy recognises the below opportunities for new solicited Public Art:

- a) Community proposed projects; either by individuals or groups.
- b) Council to directly commission and fund public art and/ or integrate into planned civic infrastructure and capital works.
- c) Third parties, including business owners, philanthropists, property owners and developers.
- d) Council Development Fund.
- e) Developer contributions.
- f) Voluntary Planning Agreements.
- g) The Australian Government Cultural Gifts Program.
- h) State and Federal Grants.

The Council will actively encourage the commission of public art; negotiating processes, community engagement, supporting external stakeholders, commissioning, selection, contractual requirements in line with this policy and the Public Art Strategy (currently under draft).

In line with the scope and selection criteria this policy identifies the below methods of undertaking the commissioning of new public art

- a) Open EOI's
- b) Targeted EOI's
- c) Direct commissions
- d) Partnerships
- e) Donations

7. EVALUATION AND REVIEW

Evaluation will be measured against the key objectives and long-term outcomes outlined in this policy through regular reports to Council.

Initial review will occur once Council has adopted the Public Art Strategy (currently under draft).

Council will review this policy upon completion of the Public Art Strategy and every two years from that adoption onwards.

AUTHORISED BY
Council and CEO

EFFECTIVE FROM
21, July, 2020

DEPARTMENT RESPONSIBLE
City Economy and Growth

REVIEW DATE
21 July 2022

THIS POLICY WAS DEVELOPED AFTER CONSULTATION WITH
City Presentation
City Corporate (Governance and Legal Services)
City Economy and Growth (Strategic planning)
City Community and Culture
City Environment & Infrastructure

VERSIONS

Versions	Amended by	Changes made	Date	TRIM Number
1			21/7/2020	191890.2020

REFERENCES

City of Sydney 2030: Public Art Policy
Arts Law Centre of Australia; Public Art Guidelines for Artists and Commissioners
Australian Institutes of Architects: Public Art Policy 2009
Australian Government: Department of the Environment and Energy
Bathurst Public Art Policy
Central Coast Council: Public Art Policy 2015
City of Sydney 2030: City Centre Public Art Plan 2013
City of Sydney 2030: Public Art Policy 2016
City of Sydney 2030: Guidelines Public Art Acquisitions and Deaccessions 2010
City of Joondalup: Public Art Policy
City of Joondalup: Public Art Management Plan (Draft)
City of Ottawa: Public Art Policy
City of Parramatta: Public Art Policy 2017
Cultural Strategy Action Plan (Draft 2018)
Delivery Program 2017 – 2021 & Operational Plan 2018 – 2019
Eurobodalla Shire Council: Public Art Policy 2017
Government Percent for Art Scheme Guidelines 2015
Liverpool City Council: Civic Events and Ceremonial Functions Policy 2017
Liverpool City Council: Code Of Conduct
Liverpool City Council: Community Engagement Policy 2013
Liverpool City Council: Community Strategic Plan, Our Home, Liverpool 2027

Liverpool City Council: Draft Cultural Strategy 2017
Liverpool City Council: Economic Development Strategy, 2013-2018
Liverpool City Council: Growing Liverpool 2023
Liverpool City Council: Making Innovation Happen (Draft)
Liverpool City Council: Open Space and recreation Strategy (Draft)
Liverpool City Council: Our Home, Liverpool 2027 Community Strategic Plan
Liverpool City Council: Procurement Policy
Liverpool Goes Global
Making It Your Own. Arts North West 2012
Mooreland City Council: Public Art Guidelines
NAVA: Public Art
Public Art in Liverpool: Liverpool Listens. Survey Report
Reimagining the Liverpool Health, Education, Research and Innovation Precinct 2017
Waverley Council Public Art Policy 2014
Wollongong: Public Art Council Policy 2016