

## BACKGROUND

Public art has a long term impact on a City and a community by expressing local identity and distinctiveness, revitalising and animating public space, enhancing the local economy and developing community spirit and pride. The Public Art Policy is supported by Animating Wollongong: Public Art Strategy & Guidelines 2016 - 2021.

## OBJECTIVE

The main objectives of this Policy are to:

- Define procedures and processes for public art projects that enhance the public space and cultural life in the City.
- Facilitate a regular program of temporary and permanent public art for the City which is integrated with the area's rich urban and rural character and cultural heritage.
- Conserve and maintain the City's existing public art collection.
- Commission authentic, socially engaged and site specific contemporary artwork for the City.
- Provide employment and professional development opportunities for local artists.
- Integrate public art into budget planning and design of Council's annual capital works program to add social, cultural, environmental and economic value to natural and built public assets.
- Encourage and provide leadership by example in the inclusion of integrated cultural planning and public art commissioning in the private sector.

## POLICY STATEMENT

The aim of this Policy is to provide a framework to develop outstanding public art to enhance the unique identity and contemporary image of Wollongong.

## COMMUNITY VISION

From the mountains to the sea, we value and protect our natural environment and we will be leaders in building an educated creative and connected community.

## STATEMENT OF PROCEDURES

Public art has long-term impact on a city and a community by:

### **Expressing local identity and distinctiveness**

- Makes the City a vibrant and interesting place in which to live, work and visit.
- Acknowledges unique aspects of local history, heritage and culture.
- Celebrates what makes a place special: the identity, history, environment and diverse communities of Wollongong.
- Represents creative innovation and contemporary image.

### **Revitalising public space**

- Improves the visual amenity and social activity of public spaces – elevating the City from the mundane to the memorable.
- Creates a sense of engagement with and ownership of public environments.
- Increases community access to and use of public facilities.
- Enhances neglected areas of the City to improve community safety and amenity.

### **Enhancing the local economy**

- Creates tourist destinations; increases authentic cultural tourism.
- Employs and trains artists, artisans, creatives and local businesses.
- Encourages innovation in design and manufacture.
- Creates new cultural product.

### **Developing community spirit and pride**

- Encourages residents and visitors to explore and value the heritage and contemporary life of the City.
- Contributes to the reconciliation process with Aboriginal and Torres Strait Islander communities.
- Acknowledges a diverse and complex cultural life and fosters community harmony.

## VALUES

- We will showcase Wollongong's unique and rich indigenous and multicultural heritage to residents and visitors.
- We will ensure commitment to artistic excellence and diversity in all commissioned and acquired public art works.
- We will work in partnership with planners, designers, architects, community, organisations and government to enhance the quality of Wollongong's public spaces.

## SCOPE OF THE POLICY

The following sections outline the different applications of the Policy in creation of new works and conservation of existing works:

### **1 New Works: all new commissions or designs in public spaces**

- Council will encourage and support the creation of high-quality, best-practice and imaginative artworks that contribute to the image and identity of the City.
- Council will commission and construct site specific work to enhance the local precincts and commemorate significant events.
- In planning new works Council will support the development of public artworks in conjunction with Council developments including streetscape works, landscaping of parks and playgrounds, transport and tourist routes, gateway sites and community facility capital improvements.
- Council will encourage implementation of quality public art practice in the local private sector and in partnerships with state and federal agencies.

- Council will encourage public art opportunities in the development approvals in the Local Government Area (LGA).
- Public art programs will be incorporated where relevant into Council's strategic plans of management and development control plans.
- Community and stakeholder consultation will be an integral component of the commissioning of New Works.

## 2 Collection Management: maintenance and conservation program for existing works

- Council will formally recognise the public art collection as a major City asset. It is a collection requiring professional standards of management, care and conservation to ensure its preservation for future generations.
- Community Cultural and Economic Development will maintain a database/register to document and catalogue all cultural objects in the current collection.
- All items in the collection will be linked to the National Register of Sculptures, Monuments and Outdoor Cultural Material.
- Council will conserve and maintain artworks in accordance with a maintenance schedule recommended by a conservator or developed by the artist for each artwork.
- Council will implement preventative strategies to protect our public art works, ie anti-graffiti sealant, selective screen planting.
- Council will accept gifts or bequests of public art only if they meet the guidelines within the Animating Wollongong Public Art Strategy & Guidelines 2016 - 2021.

## DEFINITIONS

### What is public art?

Public art can broadly be defined as 'the process of engaging artists' creative ideas in the public realm. This definition of public art encapsulates a diverse and flexible scope for public art projects.

There are three types of public art:

- **Ephemeral** art works are designed to slowly disintegrate over time due to the nature of the materials and their interaction with the surrounding environment.
- **Temporary** art works are generally designed to last between 0 - 5 years. These may include performance-based works, temporary installations etc. The commissioning of temporary public art, sometimes on an ongoing platform, provides new points of interest to Wollongong's communities, opportunities for emerging artists and as a whole; it is more affordable than permanent works of art.
- **Permanent** works are generally intended to last between 5 - 15 years or occasionally longer depending on the durability of the materials, and the ongoing relevance of the work. For example a "permanent" wall mural is likely to last for 5 - 6 years while a steel sculpture is likely to last up to 15 years or longer.

## PROCEDURES

### 1 Action Plan

The implementation of the Public Art Program will involve the following stages:

- Identify annual funds available.
- Form a Public Art Advisory Group and a Public Art Working Group.
- Develop an annual Public Art Program.
- Adopt guidelines for selection.
- Implement a system for public art management.
- Evaluate projects and processes.

All issues and matters relating to public art within Wollongong are to be referred in the first instance to Cultural Services within the Community Cultural and Economic Development Division.

These matters will be either referred to the Public Art Working Group or, if more appropriate, to the Public Art Advisory Panel.

Council will identify public art/placemaking opportunities as part of the Corporate Plan and Annual Budget.

## **2 Budget Allocation**

Council recognises that best-practice public artworks can only be achieved through the allocation of sufficient budgets to ensure quality outcomes. Council will continue to work in partnership with other government and corporate bodies to develop funding partnerships for public art projects.

The annual budget allocation will be identified as a specific line item within the Community Cultural and Economic Development budget. The Public Art Advisory Group will convene to consider available funding according to the annual Public Art Strategy 2016 - 2021.

## **3 Guidelines for Selection of Public Art**

Evaluation and approval of all public artworks proposed by the City of Wollongong, the private sector, other public authorities, individuals and other groups in the City of Wollongong LGA is based on the following criteria:

- Relevance to the objectives and actions of Wollongong 2022, Wollongong City Council Cultural Plan 2014 - 2018, Animating Wollongong, Wollongong Public Art Strategy & Guidelines 2016 – 2021.
- Standards of excellence and innovation.
- The integrity of the work.
- Relevance and appropriateness of the work to the context of its site.
- Consistency with current planning, heritage and environmental policies and plans of management.
- Consideration of public safety and the public's access to and use of the public domain.
- Consideration of maintenance and durability requirements.
- Evidence of funding source and satisfactory budget including an allocation for ongoing maintenance.
- Non-duplication of monuments commemorating the same or similar events.

## **4 Role of the Public Art Working Group and Public Art Advisory Panel**

The Public Art Working Group will facilitate internal consultation and liaison to ensure alignment of public art projects with the Public Art Strategy, Policy and major capital works projects across the LGA.

The Public Art Advisory Panel will be guided by an appropriate term of reference and is to provide:

- Advice on the strategic direction, policy and public program matters related to public art.
- Advice on the development of public art projects and the acquisition of public artworks.
- The de-accession, relocation, removal and disposal of public artworks.

## **5 Project Management**

A project manager will be identified for each public art project. This person will ideally be a Council officer with expertise and experience in public art management and arts and cultural development from the Cultural Services section and/or external public art consultants.

## **6 Annual Public Art Program**

This will outline priority public art projects to be implemented to ensure that:

- Opportunities for public art development are identified early in the planning process.
- A transparent process for assessment and selection is established.
- Consultation with key stakeholders in the community and Council occurs.

- Key projects, sites, locations, concepts and themes for public artworks are identified.
- There is a broad spread of activities across the annual Public Art Program.
- Opportunities for public art are integrated across a range of Council functions.
- Maintenance/major repairs and conservation requirements are addressed.

### DECOMMISSION OR RELOCATION OF PUBLIC ARTWORKS

Council will undertake a review of its public art work assets every 5 years to assess the value of the asset life. The decision to decommission public artwork will be informed by the asset management and maintenance framework relevant to each public artwork and conditions outlined in the original contract. The Public Art Advisory Panel will assess a request for decommissioning and make a recommendation regarding the item.

**SUMMARY SHEET**

<b>Responsible Division</b>	Community Cultural and Economic Development
<b>Date adopted by Council</b>	27 June 2016
<b>Date of previous adoptions</b>	15 December 2003
<b>Date of next review</b>	December 2021
<b>Legislative or other requirement for review</b>	Review concurrently with review of Public Art Strategy
<b>Responsible Manager</b>	Community and Cultural Development Manager
<b>Authorised by</b>	Manager Community Cultural and Economic Development