

**PUBLIC ART STRATEGIES**

**Procedure 2.5.3**

Policy No. and title	2.5	Cultural and Public Art Policy
Procedure	2.5.3	Public Art Strategies
Version	1	
Date Adopted	2 December 2014	

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**1 INTRODUCTION**

- a) To assist in the implementation of the Regional Gallery Policy and Public Arts Management Procedure the following strategies have been developed.
- b) Implementation of these strategies will be reported quarterly in the normal quarterly reporting of the annual Operational Plan of the Council.

**2 STATEMENT**

**2.1 Public Art Strategies**

- a) Facilitate funding for and engage public art projects by:
  - i) Dedicating a proportion of capital works budgets to public artworks, incorporating public artwork at the planning stage for; new council buildings, major urban streetscape projects and reserve plans of management.
  - ii) Ensuring that all commercial, retail or industrial development projects with budgets over one million dollars contribute 3% of total project budget toward a dedicated public art fund.
  - iii) Utilising section 94 contributions where appropriate.
  - iv) Seeking funding from state and federal government bodies such as Arts/NSW Community Development Support Expenditure and from other arts and regional development funding bodies.
  - v) Seeking appropriate business or philanthropic sponsorship support for public art projects.
- b) Identify sites suitable for public artworks, taking into account factors such as:
  - i) The need to enhance a site, whether for economic or visual purposes.
  - ii) Current and/or potential community use of a site, including public and work-place safety issues.
  - iii) Visibility of a site.
  - iv) Feasibility of protecting any artwork installed on a site and the provision of adequate insurance cover.
- c) Identify appropriate public art projects for specific sites and determine

the art-making process for each site, such as:

- i) A commissioned site-specific public artwork to be designed and made by an artist or team of artists.
  - ii) A site-specific public artwork designed and made by a community group.
  - iii) An existing artwork that is purchased for installation in a specific site inviting dialogue with members of the public and thereby becoming a public artwork.
- d) Prepare a project brief for selected site, considering factors such as:
- i) Site position.
  - ii) Development application requirements.
  - iii) Community use and interest in the site.
  - iv) Public safety and access.
  - v) Time frame for the making and installation of the work.
  - vi) Budget, including the payment of nationally recognised appropriate fees and expenses for artists.
- e) Promote artistic practice in the region by:
- i) Inviting Kempsey Shire artists and, as appropriate, artists from outside the region to submit proposals for public artworks and/or creating a public art competition resulting in a commissioned work.
  - ii) Providing appropriate opportunities for Kempsey Shire artists, especially young and/or emerging artists, to learn from and, where feasible, work with commissioned artists from within and outside the region.
- f) Select a public art proposal through an appropriate tender process considering factors such as:
- i) Quality of the proposed work, and the skills, expertise and experience of the artist/s to undertake the proposed work.
  - ii) Feasibility of the proposal.
  - iii) Feasibility of the proposed budget, including an appropriate fee to commissioned artist/s and any related expenses.
  - iv) Relevance to the project brief.
  - v) Originality of the proposal.
  - vi) How the proposed work will be interpreted by its audience, namely, the community and visitors to the region.
  - vii) Relevance of the proposed work to the region.
  - viii) Protocols relevant to Australian Indigenous people and to people of other cultures.

- g) Prepare a contract for each commission of a public artwork, incorporating factors such as copyright, future maintenance and conservation of the completed work.
- h) Maintain community consultation on all public art projects through:
  - i) Media releases about all public art program developments, plans, proposals, projects.
  - ii) Direct public contact through on-site meetings and discussions, public display of proposals on site, ongoing communication with stakeholders at each site for a public artwork.
- i) Develop and implement public programs relevant to public artworks including:
  - i) Public launching/unveiling of each public artwork.
  - ii) A plaque for each public artwork acknowledging the artist(s), the work's title, medium, year installed, and any sponsors/benefactors as appropriate;
  - iii) Educational programs about the public artworks for dissemination to schools, Libraries and other information outlets.
  - iv) Artist/s' talks about public artworks.
- j) Facilitate the maintenance and conservation of public artworks by:
  - i) Incorporating public artworks into Council's asset maintenance program, undertaking regular cleaning and maintenance of public artworks.
  - ii) Reporting regularly on the condition of all public artworks and undertaking any necessary conservation measures.
  - iii) Consulting with relevant artists about any repairs required for public artworks.
  - iv) Consulting with and seeking approval from relevant artists if any public artworks have to be re-sited.
- k) Maintain the Macleay Valley Community Art Gallery Community Committee to:
  - i) Oversee all public arts management procedures.
  - ii) Oversee all public art strategies.
  - iii) Provide periodic reports on the public art program.
  - iv) Prepare and maintain a catalogue of public artworks integrated as part of Council's permanent art collection assets.

## **VARIATION**

Council reserves the right to review, vary or revoke this procedure which will be reviewed periodically to ensure it is relevant and appropriate.