

POLICY

C015 Public Art Policy



1 Purpose

Hindmarsh Shire Council's Public Art Policy aims to support the delivery of dynamic, contemporary public art to our diverse communities in a creative celebration of place, culture, heritage and environment.

Art in public places creates distinctive, safe and vibrant environments. It promotes community identity and wellbeing and increases the livability of the Shire.

This policy provides direction to Council with a clear and transparent process for assessing and making decisions about the design, placement and conservation of public art spaces in the Hindmarsh Shire, with the aim of ensuring artworks are:

- Placed strategically.
- Relevant to our community
- Supported by our community
- Appropriate to their context, with consideration given to Indigenous or other heritage within the community, if applicable.
- High aesthetic value and of excellent quality
- Pose no danger to our environment or to people.

The Public Art Policy also guides the management of Council's public art collection to ensure its longevity and protect its significance.

2 Scope

This policy applies to all public artworks currently in Council's public art collection and new or proposed public artworks created using Council's resources. It applies to projects and decision-making processes within Council with aspects of the policy applying to public artworks created by external parties on Council owned or managed property. The policy applies to both temporary and permanent works.

3 Definitions

Council means Hindmarsh Shire Council

Public Art describes artwork which is displayed in public places such as parks, streets, buildings and other publicly accessible areas. It does not include art that is displayed in spaces which are specifically dedicated to the presentation of the arts such as museums, galleries, theatres and concert halls.

Temporary Works mean works that are generally designed to last between 0 – 5 years. These may include performance-based works or temporary installations. Occasionally a work which is intended to be temporary may outlive its designated time. This decision is usually made by the commissioning body when the work proves to be very popular and/or the community attaches a particular significance to the work.

Permanent Works mean works that 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.

4 Guiding Principles

In delivering public art project around Hindmarsh Shire, Council will follow these guiding principles:

4.1 Purpose

Public art should contribute to the social, cultural and economic vitality of Hindmarsh. Public art should promote local identity and a sense of place, stimulate creativity, expression and innovation by artists and the community and provide an opportunity for diverse communities across Hindmarsh to participate in arts activities and experiences.

4.2 Placement

Consideration will be given to the placement of public art projects, including accessibility, appropriateness, local history, Indigenous heritage. Public art projects will endeavour to enhance the community’s experience of Hindmarsh Shire’s public spaces. Public art should not be detrimental to the amenity of public spaces or to the environment and should be accessible to people of all abilities. Public art shall not be detrimental to public safety, including inhibiting the vision of drivers through the use of reflective materials or blocking visibility of, or access to, roads or footpaths.

Public art projects, subject to community interest and funding requirements, shall be equitably spread across Hindmarsh Shire.

4.3 Respect

Art is subjective and may not be interpreted by all members of the community in the same way, or in the way intended by Council or the artist. In all possible ways, Council should ensure that public art avoids offence, exclusion or disrespect.

4.4 Climate Considerations

Consideration shall be given to the materials, methods, placement and process of the public art project to ensure minimal impact to the natural environment. When calling for proposals for public art projects, Council should request that applicants provide evidence of how they will apply this principle.

4.5 Quality

Consideration should be given to the quality of design and implementation. This means ensuring that the budget allocated to the project is maximised and that the final artwork is the result of a well-planned process and excellent handiwork.

4.6 Supporting Local Artists and Businesses

The public realm offers a rich variety of settings in which artists can extend their creative practice. By providing and facilitating opportunities for artists who live or work in Hindmarsh, including students, emerging and established artists, to present their work within the public realm, Council and other commissioners of public art in Hindmarsh can contribute to the sustainability of artists and arts practice in our community.

5 Funding

Funding for public art projects may be sourced through the following mechanisms

- Council's recurrent budget and capital works program;
- One-off budget submissions to deliver a public art project identified through community consultation or interest;
- External grant funding from a government agency or philanthropic organisation;
- Private business and property owners; or
- Community fundraising.

6 Procedure

6.1 Public Art Project Proposal - External

Where an external party (individual, business, community group) initiate a proposal for a public art project, the request shall be directed to the Manager Community and Economic Development (MECD). The MECD will consult with internal work areas, including Local Laws, Risk Management, Asset Management and Planning to determine the viability of the proposal, including the requirement for any permits or any external consultation that may need to be undertaken with relevant authorities. Prior to consideration by Council, where necessary, the individual, community group or external party must provide written evidence of 'in-principle' support from the landowner to use the site.

6.2 Public Art Project Proposal – Internal

Where Council is considering funding a public art project, Council will publicise a detailed brief and invite responses/proposals from artists or appropriately skilled individuals/groups. Appropriate contract arrangements should be put in place to provide for, at a minimum, project timelines, insurance, projected lifespan of the artwork, repairs and maintenance, funding body acknowledgements, permit requirements and ownership.

6.3 Site Selection

All public art projects require an assessment of the proposed site, including –

- Possible geo-technical issues (e.g. stability of soil)
- Accessibility (e.g. physical access, traffic, safety)
- Ownership (e.g. private/public, council/state/federal)
- Heritage (e.g. overlays, historic significance)
- Environmental concerns (e.g. materiality, local flora and fauna, noise)
- Indigenous significance of site
- Permits required

6.4 Consultation

It is important to recognise that regardless of the location in which a public art work is to be developed, the different needs and character, as well as cultural, social, environmental and aesthetic values attached to each place are considered. There will be some approaches to public art which may be better suited to some local contexts than others, taking into account both the existing local character of the built environment and the communities who live there.

Effective community consultation and feedback processes are important in order to build meaningful participation and a sense of ownership by communities in relation to public art where public art is to be introduced.

As part of its commitment to building a sense of ownership and meaningful participation by local communities in relation to public art, Council will provide effective community consultation and feedback processes particularly in relation to large scale, permanent works which are likely to have a significant impact on the local environment. These consultation and feedback processes may themselves employ creative approaches and outcomes and can also help to build stronger understandings within the community about the nature and value of public art in general.

6.5 Approval

Council will make the final decision regarding new permanent and major public art projects.

6.6 Decommissioning, Removal or Replacement

A work may be considered for decommissioning, removal or replacement when

- It is deemed to be beyond repair or less value than the cost of repair;
- The cost of ongoing maintenance is prohibitive;
- The artwork is unsafe or presents a danger to the public;
- The artwork is being replaced with a new piece of artwork that has been identified to be more suitable for the site; or
- The nature of the artwork is no longer considered appropriate for public display.

7 Document Control

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