

**PUBLIC ART AND CREATIVE PLACEMAKING POLICY**

**Intent** To provide a policy for the development, planning, acquisition, maintenance, de-accessioning and integration of public art and creative placemaking initiatives in the Cairns local government area.

**Scope** The public art and creative placemaking policy applies to all Council programs concerned with the built and natural environment, including capital works, urban design and infrastructure development.

The focus of this policy is on the public domain. For the purpose of this policy, the public domain includes open spaces such as parks, streets, foreshore promenades and outdoor and indoor recreation and sporting and cultural facilities, as well as all programs that are concerned with the cultural life of the city, such as festivals and events, history and heritage and sport and recreation.

**PROVISIONS**

**Objectives**

The objectives of this policy are to:

- Position Cairns as a vibrant and contemporary public art city through a planned and decisive public art program that reflects and promotes the unique character and life-style of the region
- Promote the integration of public art and creative processes into Council's urban design, development and renewal projects
- Provide a strategic framework for an integrated and holistic public art program, as well as guidelines for the commissioning, management, maintenance, de-accessioning and implementation of public art
- Procure the skills of local, national and international arts and creative practitioners to ensure a diverse, contemporary and distinctive public art program.

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**The Context**

For the purposes of this policy, public art and creative placemaking are defined in the broader sense as:

**Public Art:** Artistic works or activities created for, located in, or part of a public space or facility, and/or the conceptual contribution of artists to the design of public spaces and facilities.

It can involve highly diverse works contained in areas that integrate art, design and architecture into the public realm. It can be temporary or permanent. It can involve highly experienced public artists, young and emerging artists and artists working in a community setting.

Public art in the Cairns region reflects local character through a variety of mediums. Such works include: sculpture, installation art, painting, paving, mosaics, pathways, animation, lighting, new technologies, water features and other elements of design. Generally, projects will be supported which provide durability and low maintenance cost to Council.

**Creative Placemaking:** A people-centred and place-based approach to the planning, design and management of public spaces that builds connections between people and places, and which leverages the power of the arts, culture and creativity to drive change and transformation. At its core, creative placemaking recognises that the arts enable and contribute to building stronger: cultural values, community character and sense of place, engagement and participation and economic vitality.

**Implementation**

Strategies for implementing the public art policy will include an integrated public art program involving a combination of three strategically linked categories:

**New Works** refers to the acquisition of art works for public space and the contribution of artists to the design of public space. The policy applies to all Council programs concerned with the built and natural environment, including capital works, urban design and infrastructure development. In order to effectively align with civic infrastructure projects, Public Art will be considered from the earliest planning stages of the project.

1. **Public Programs** refers to the development of programs, projects and activities that encourage increased civic and cultural identity and community involvement in public placemaking activities. The policy embraces a commitment to delivering accessible and relevant activities that encourage participation, visitation, maximise visitor experience and bring people to the region specifically for culture and the arts.
2. **Collections Management** refers to existing Public Art assets in Council's ownership, care or on Council controlled land. The policy focuses on ongoing management, maintenance and conservation to ensure the safety and longevity of public art assets.

In order to provide an integrated and holistic public art program, Council will adopt a Public Art and Creative Placemaking Strategy and two-year Implementation Plan. The Implementation Plan will be reviewed on a biannual basis in accordance with Council's capital investment priorities and operational budget considerations.

The Public Art and Placemaking Strategy and biannual Implementation Plan outline the procedures for resourcing, commissioning, management, maintenance, de-accessioning and implementation of public art and placemaking activities. In general, this includes:

### **Resourcing**

The public art and placemaking program will be funded through a variety of sources, including:

- All Council capital works and urban design projects are to consider the inclusion of public art. The percentage allocations will be commensurate with the public profile of the site and/or project
- Council will advocate the intrinsic value of public art and its potential to contribute to the economic prosperity and liveability of the region in order to encourage private development partnerships and voluntary contributions by developers
- Council will actively pursue funding and sponsorship potential at all levels of government and private sector
- Council will, to the best of its ability, ensure the maintenance of existing Public Artwork in its ownership, care or on Council-controlled land through the allocation of an annual maintenance and renewal budget.

### **Acquisition of New Works**

Acquisition of public art will be achieved in compliance with Cairns Regional Council's Procurement Policy via the following methods:

- **Open Competition** approach where artists respond to an advertised expression of interest to provide a schematic response to a project brief. Short-listed artists or teams may then be invited to further develop conceptual designs for a fee and a preferred artist is selected
- **A Limited Competition** approach, where specific artists are invited to submit proposals in response to a project brief, or take part in the concept development. Artists may be sourced from existing databases or previous project applicants
- **Direct Commission** approach, where a specific artist or creative team is commissioned to create artwork specifically for the project
- **Direct Purchase** approach, where artwork is purchased directly from the artist or the artist's agent.

### **Collections Management**

Maintenance and Conservation Procedures for the ongoing care and conservation of public art will be maintained in accordance with professional collection methods, including:

- A comprehensive maintenance plan outlining specific cleaning, maintenance and ongoing servicing requirements will form part of the conceptual design considerations
- A secure, stipulated and sustainable budget will be factored into the commissioning of all new works
- Council will conduct regular reviews of the ongoing appropriateness of public art pieces. It will put in place appropriate measures for the care, maintenance and de-accessioning of public art under Council control. This will also include addressing matters relating to protocols and procedures for cultural heritage, moral rights, copyright, intellectual property and authenticity

- Cultural Services will continue to maintain a Collections Register that details condition and maintenance records of the current public art portfolio and will facilitate maintenance, conservation and de-accession considerations for the portfolio of public art assets. Fee for service will be costed to the asset owner.

### **De-commissioning of Public Art**

In determining the need to remove or relocate a work of art from public display the following factors will be considered:

- The condition of the artwork is no longer considered safe and/or requires an excessive amount of maintenance
- The location of the work is no longer appropriate in line with new development or redesign of streetscape features
- The aesthetic quality of the work no longer meets functional or aesthetic requirements. The opinions and advice of relevant stakeholders including the artist, maintenance contractors, the owners of the building or land on which the artwork is located or any other experts, such as engineers
- Community or cultural issues associated with the artwork, building, and/or original commissioning process.

De-commissioning process can include:

- Relocation of the artwork to a suitable location
- Selling the artwork
- Donation of the artwork
- Destroying the artwork.

If a work is to be de-commissioned, every effort will be made to provide the artist with at least 30 days' notice of Council's intent. Decisions concerning the above processes will be made in consultation with the artist.

In the event that the work is to be destroyed, the artist will be given the option to acquire the work.

### **Public Art Management**

Council will maintain an up-to-date register of suitably qualified industry and community stakeholders who wish to take part in the assessment, commissioning and acquisition of public art. As business requires, a selection of interested and qualified practitioners will be called upon to oversee the selection of new artworks and provide specialised advice and feedback to Council.

**This policy is to remain in force until otherwise determined by Council.**

**General Manager responsible for review**

**Community, Sport & Cultural Services**

**ORIGINALLY ADOPTED: 15/06/2006**

**CURRENT ADOPTION: 25/11/2020**

**DUE FOR REVISION: 25/11/2024**

**REVOKED/SUPERSEDED:**



**Christine Posgate  
A/Chief Executive Officer**