

## PUBLIC ART POLICY

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

**Scope** The public art 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 the arts and cultural capital of Northern Australia and 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.
- Provide a strategic framework for Cairns Regional Council's public art program and guidelines for the commissioning, management, maintenance, de-accessioning and implementation of public art.
- Promote the integration of public art into Council's capital works projects
- Demonstrate intent to work with local, national and international arts and creative practitioners to ensure a diverse, contemporary and distinctive public art program.

#### The Context

Public Art is defined in the broader sense as 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.

#### 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 new public space. This may involve:

- Sites of civic, cultural, historical and redevelopment significance
- Existing and proposed designated open and/or public access space and infrastructure, such as parks, streets, coastal foreshores, recreation, civic and cultural facilities.

**Collections Management** refers to existing Public Art assets in Council's ownership, care or on Council controlled land. The Collections Management category acknowledges the works as being of value and significance and requires the preparation of asset management plans for their management, care, maintenance and conservation.

**Public Programs** refers to the development of programs, projects and activities that encourage increased civic and cultural identity, community awareness and involvements in local area planning, and public place making activities. The program embraces a commitment to delivering accessible and relevant projects and activities that engage broad community involvement and provide professional development opportunities for local emerging artists and designers.

### **Resourcing**

The collective scope of the above categories will be implemented through the establishment of a strategic plan of action. The five-year Public Art Plan will drive and deliver key objectives and strategies of this policy and set a direction for the region in the planning of public art projects. The Plan will be reviewed annually in consultation with Council's Capital Program review.

The public art 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 Public Art**

Acquisition of public art will be achieved via the following methods:

- **Direct procurement** or engagement of a particular work or artist;
- **A limited competition** approach, where specific artists are invited to submit proposals **in** response to a project brief;
- **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.

### **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 – the artwork is no longer considered safe and/or requires an excessive amount of maintenance;
- The location of the work – the location is no longer appropriate in line with new development or redesign of streetscape features;
- The aesthetic quality of the work – the artwork no longer meets functional or aesthetic requirements.

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 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.

### **Implementation**

Council will adopt a Public Art Action Plan 2017-2022 to facilitate the implementation of this policy.

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: 21/06/2017**

**DUE FOR REVISION: 21/06/2021**

**REVOKED/SUPERSEDED:**



**John Andrejic**  
**Chief Executive Officer**