

1 PURPOSE

Through this Public Art Policy, the Burnie City Council recognises the value and significance of arts and culture to the community. This Public Art Policy acknowledges the importance of public art and the need for Council to maximise the interpretation, promotion and celebration of Burnie’s cultural heritage and its built and natural environment.

Council is committed to the incorporation of innovative, stimulating, and relevant public art that enhances public spaces and enriches the character and identity of Burnie. The Council supports the notion that visually attractive towns and cities stimulate a sense of community pride and belonging. A coordinated approach is required to ensure that public artworks are relevant, meaningful and provide social, economic, cultural, and environmental benefits to the community.

This Policy aligns with the Burnie City Council’s Strategic Plan *Making a Better Burnie 2044* by reinforcing Council’s commitment to its key direction of having a city that is *green, visually attractive and safe*. The purpose of this policy is to outline the framework and principles which guide the provision of public art in the City of Burnie.

2 OBJECTIVE

The outcomes of this policy include:

- a) The development of an innovative, environmentally, and economically sustainable, well-maintained public art program and appropriate capture of public art assets.
- b) Increased expression and acknowledgement of the unique personality and energy that is at once recognisable in Burnie.
- c) Enhanced public spaces throughout the city.
- d) The implementation of a consistent, transparent, and equitable process for the identification, commissioning, management of public artworks.
- e) Promotion of community engagement through increased community participation in public art processes.
- f) Increased cultural tourism opportunities.
- g) Development of a sustainable and strong creative industry through increasing capacity of local artists.

3 SCOPE

This policy applies to existing and future public art whether iconic, functional, decorative, integrated, ephemeral, site-specific or interpretive that is located in public places and spaces. It applies to public artwork on or in Council owned or managed spaces such as buildings, recreational or open spaces, streets, pathways, parks, squares, and foreshore areas.

This policy applies primarily to Council initiated and funded public art that arise from, but is not limited to:

- Capital works and major projects
- Additions to existing public facilities
- Public place refurbishment
- Cultural and community programs
- Artworks purchased for a specific site or purpose
- Graffiti or street art that has been commissioned
- Gifts, donations or bequests that are pre-accepted by the Council
- Memorials and commemorative projects

Additionally, there will be circumstances where the Council may be approached to consider public art being accepted onto Council land, and to take ownership and maintenance for these works. In these situations, the Council must expressly approve in writing its acceptance of these works prior to the works being commissioned.

In these circumstances the Council may determine to not depreciate these assets, meaning that at the end of their life, the community may not renew the assets but instead deaccession them. Examples regarding this section include:

- a) Public art outcomes from partnerships or artistic services
 - Private sector partners
 - Collaborative design process/research and/or community consultation
 - Arts Tasmania Corporate Art Schemes
- b) Community initiated and subsidised
 - Outcomes of a community art project
 - Proposals received from specific community groups
- c) Gifts, donations, bequests and developer contributions
 - Public artworks donated to the Council from various sources eg: individuals, visiting delegations, developers

4 POLICY

4.1 Definitions

Public Art - Public art presents a creative or interpretive statement in a facility or space that is accessible to the public. It may comprise stand-alone artworks or may be incorporated into or onto buildings, infrastructure, or open space. Public art can be permanent or temporary, external, or internal to any building or place or integrated into functional infrastructure. It can be literary, visual, acoustic, interactive, craft or design.

Public Art Record – The Collection Management System (CMS) is the designated business system that holds information with regard to listing Council’s public artworks that are to be maintained by the Burnie City Council. All artworks listed in the CMS are considered assets of the Burnie City Council and will therefore be incorporated into the Council’s Asset Management System also.

Public Spaces - Both indoor and outdoor spaces that are accessible to the public including parks, waterways and foreshores, open plazas, streetscapes, buildings, and public spaces.

Temporary Public Art – Refers to an artwork that is not designed to last or remain installed in its original setting. A temporary public artwork may remain in the public from a few hours up to approximately 24 months.

Public Art Memorial – Refers to an artwork that specifically serves to preserve the memory of a deceased person/s or a significant past event.

Deaccession – To relocate, sell, donate or dispose of a piece of artwork.

4.2 Guiding Principles

The following principles underpin Council’s commitment to the provision of a vibrant, diverse and sustainable public art collection:

a) *Excellence in project initiation, concept, design, and fabrication*

Public artworks will reflect emerging, innovative, and creative trends through early identification of public art opportunities, concept development, design and fabrication ensuring a relevant, diverse, cohesive and contemporary public art collection in the city. Public artworks must also be designed and fabricated in a way to ensure they are physically suitable and characteristically relevant

to the space as well as being safe, easily maintained, and sustainable over the period of their installation.

b) *Transparent decision-making processes*

The identification, commissioning and assessment of all public artworks will be through transparent, equitable and inclusive processes which will be determined based upon the project requirements. Council will consult with internal and external stakeholders and, where appropriate, the community to ensure decisions made by Council about public artworks are appropriate and reflect the local identity and purpose.

c) *Contribution to local character*

Public art projects will consider the context of place to ensure artworks reflect and contribute to the unique character and identity of Burnie.

d) *Contribution to Burnie's economy*

Council's public art program will where possible seek to prioritise local artists, providing employment opportunities and building the capacity of the region's arts industry to become more viable and sustainable. A diverse, cohesive and innovative collection of public art projects has the potential to act as tourism attractions, drawing visitors to Burnie and contributing to the local economy.

e) *Public art lifespan*

The care of work in the public art collection is applicable across the determined lifespan of the artwork from commissioning to deaccession or decommissioning processes. A public artworks lifespan refers to how long a work is expected to remain in the public domain. The lifespan of an artwork will both inform, and be informed by, materials used, fabrication, engineering, public safety, and capacity for long-term maintenance. Public art may either be permanent or temporary.

f) *Assessment considerations for public art*

Acquisition, procurement, and commissioning all public artworks proposed by individuals, community groups, and other public authorities will be assessed against the following criteria:

- Standard of artistic excellence, innovation, and integrity
- Alignment of artwork with *Making a Better Burnie 2044* objectives
- Relevance and appropriateness of the work to context of the site and the community
- Consideration of public safety and access
- Is safe from a structural integrity perspective
- Consideration of durability and maintenance requirements
- Evidence of sufficient budget or funding, including allocation of funds for any ongoing maintenance and depreciation

5 LEGISLATION

Copyright Act 1968
 Copyright Act Amendment (Moral Rights) 2000
 Workplace Health and Safety Standards
 Australian Standards
 Disability Discrimination Act 1992

6 RELATED DOCUMENTS

Making a Better Burnie 2044 – CD-CCS-CG-011 v1.0

Policy Endorsement	
Responsibility:	The General Manager has overall accountability for ensuring that the integrity of this policy is maintained in decision making and implementation. It is the responsibility of the Director Corporate and Commercial Services to ensure that this policy is adhered to on a day-to-day basis and that the policy is periodically reviewed as required. It is the responsibility of the Executive Manager Burnie Arts to operationalise this policy. It is the responsibility of Governance to maintain this policy in the Corporate Document Framework.
Minute Reference:	Item AO161-23
Council Meeting Date:	24 October 2023
Strategic Plan Reference:	Making a Better Burnie 2044 Goal 1 – Making an Active Town Centre Key direction 1.3 – Green, visually attractive and safe
Previous Policies Replaced:	This policy replaces the previous policy Public Art Policy CP-CBS-SG-039 v2.0 adopted by Council on 19 February 2019.
Date of Commencement:	25 October 2023
Publication of policy:	Members of the public may inspect this policy at the City Offices, or access it on Council's website (www.burnie.net)