

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 adheres to the Burnie City Council’s Corporate Plan 2016 – 2020 and the community derived strategic plan Making Burnie 2030, reinforcing Council’s commitment to Future Direction 1 – ‘An attractive place to live, work and play’.

The purpose of this policy is to outline the framework and principles which guide the provision of public art in the City of Burnie.

This policy is supported by a set of guidelines which outline the processes for the identification, commissioning, procurement, management, maintenance and deaccessioning of public art.

2 OBJECTIVE

The outcomes of this policy include:

- a) The development of an innovative, environmentally and economically sustainable, well-maintained public art program and public art register that is reviewed annually.
- b) Increased expression and acknowledgement of the unique personality and energy that is at once recognisable in Burnie.
- c) Enhanced public spaces through appropriate public art projects.
- d) The implementation of a consistent, transparent and equitable process for the identification, commissioning, management, maintenance and deaccessioning of public artworks.
- e) Promotion of community cultural development 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. That is, Council owned or operated public access buildings held for civic, cultural or recreational purposes, Council owned or maintained open spaces, streets, pathways, parks, squares and foreshore areas.

This includes artworks that are:

a) Council initiated and funded

- 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
- Gifts, donations or bequests accepted by Council
- Memorials and commemorative projects that are funded or partly funded by Council installed in or on Council owned or operated property and that have a designer/artist engaged in the development of the work

b) Public Art outcomes from partnerships or artistic services

- Private sector partners
- Collaborative design process/research and/or community consultation
- Arts Tasmania Corporate Art Schemes

c) Community initiated and subsidised

- Outcomes of a community art project
- Proposals received from specific community groups

d) Gifts, donations, bequests and developer contributions

- Public artworks donated to Council from various sources eg: individuals, visiting delegations, developers

This policy does not apply to non-commissioned or unauthorised art or design including: graffiti; street art; private art; or community and political signage. Further, Council will not support public art work that:

- Has not been assessed by the Public Art Projects Special Advisory Committee
- Is considered unsound with regard to its structural integrity
- Is considered to require unacceptable or unnecessarily high level of maintenance or upkeep
- Represents a physical or financial risk to the community

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 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 Register – a register listing Council’s permanent public artworks is to be maintained by the Burnie Regional Art Gallery. All artworks listed on this register are considered assets of Burnie City Council. Existing public artworks will be added to the register and therefore be reviewed under the criteria set out in this policy.

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. For the purposes of this policy, this scope pertains to facilities or land owned or managed by the Burnie City Council.

Site-Specific - Refers to an artwork that has been designed for a specific location and draws on elements which influence the site (be they constructed or natural) to create the final artwork.

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. It may be instigated by a

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third party, unrelated to Burnie City Council, however if it is to be installed in or on a Council owned or administered public space or place it is considered public art.

Deaccession – To relocate, sell, donate, store 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, 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 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. Council will consult with internal and external stakeholders and, where appropriate, the community to ensure decisions made by Council about public artworks and their locations are appropriate and reflect the local identity and purpose.

c) ***Contribution to local character***

Planning for public art projects will take into account 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 prioritise local artists, providing employment opportunities and building the capacity of the region's arts industry to become more viable and sustainable. A 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.

4.3 Measurement of Success

The outcomes of this policy can be measured by:

- The number of economically and environmentally sustainable well maintained public artworks in public places
- The number of local artists or artist groups employed in public art processes
- The number of artworks that comply with the principles underpinning this Public Art Policy, and the processes outlined in the Guidelines
- The level and extent of community engagement in the process
- The evaluated opinion of community acceptance and appreciation of the artwork post installation in context to its relevance and locality
- The recognition of Burnie's public art outside the region.

4.4 Appendices

The following appendices are included at the end of this document for reference:

- Appendix 1 – Burnie City Council Public Art Policy – key points
- Appendix 2 – Burnie City Council Art Policy Guidelines

5 LEGISLATION

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

6 RELATED DOCUMENTS

Burnie City Council Corporate Plan 2016 – 2020
Making Burnie 2030
Burnie Open Space Strategy, September 2010
West Burnie Coastal Master Plan, December 2011
South Burnie Foreshore Strategic Design and Master Plan, December 2011
West Park Strategic Plan, May 2008
Burnie Regional Art Gallery Acquisition Management Policy
Burnie Regional Art Gallery Deaccession Management Policy



COUNCIL POLICY

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Policy Endorsement	
Responsibility:	It is the responsibility of the General Manager and the Council to ensure that the integrity of this policy is maintained in decision making and implementation. It is the responsibility of the Director Burnie Regional Art Gallery to administer and review this policy as required. It is the responsibility of the Governance Unit to maintain this policy within the Policy Register.
Minute Reference:	AO039-19
Council Meeting Date:	19 February 2019
Strategic Plan Reference:	Strategy 1.1.1 Create and maintain a range of welcoming and attractive spaces across the municipality that foster a sense of community, belonging and pride Strategy 1.1.3 Enhance the use of community spaces through initiatives to improve the feeling of safety for all ages Strategy 1.2.1 Promote the value of arts and culture in our community by supporting initiatives and opportunities that grow participation and appreciation of cultural diversity and the arts. Strategy 1.2.3 Support Projects and initiatives that promote our cultural heritage and history through a variety of formats. Strategy 1.5.1 Continue to invest in the renewal of the CBD as a vibrant, attractive and cohesive retail and business hub. Strategy 7.1.1 Formulate policy that is equitable, inclusive and responsive to current needs, and ensure decision-making is informed and accountable.
Previous Policies Replaced:	This policy replaces the previous policy Public Art Policy CP-CBS-SG-039 version 1.0 dated 15 October 2013 AO244/13
Date of Commencement:	20 February 2019
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)

Appendix 1 - Public Art Projects Special Advisory Committee – Key Points

The Public Art Projects Special Advisory Committee and Final Assessment Panel

A Public Art Projects Special Advisory Committee (PAPSAC) will evaluate and assess all public art proposals, both commissions and submissions, against the prescribed criteria of the Public Art Policy and be responsible for identifying new public art opportunities and making recommendations to Council.

The Proposed Public Art Projects Special Advisory Committee will consist of:

- At least one BCC Alderman (position reviewed in line with Local Government elections.)
- Any BCC Alderman is welcome to attend committee meetings
- The Director of Burnie Regional Art Gallery
- The Curator of the Burnie Regional Museum
- A professional artist (reviewed every two years)
- A community member of representative of a peer organisation (reviewed every two years)

Appointments will be nominated by Council. The committee will meet at least twice a year, more if necessary and will be required to report to Council through minutes and recommendations.

The Final Assessment Panel (FAP) is an extension of the PAPSAC and will include specialist appointees on a project by project basis. The Council will advise of the composition of the appropriate to ultimately assess and endorse submissions made by the PAPSAC.

In addition to the PAPSAC, representation on the FAP may include:

- A suitably qualified architect/engineer
- An expert advisor
- A proponent of the public art project (eg a developer, community organisation, etc)
- A representative of community of interest (eg historical group, neighbourhood, etc)
- Other relevant stakeholders

Recommendations and endorsements for the implementation of Public Art Projects will be submitted to Council by the committee. Final approval of any public art projects will be made by the Burnie City Council.

See also:

Public Art Projects Special Advisory Committee Delegation of Authority and Schedule of Operating Procedures – GL-CBS-SG-113

PAPSAC Nomination Form FO-CED-BRAG-01

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Appendix 2 - Burnie City Council Public Art Policy Guidelines

Guidelines for the identification, commissioning, procurement, management, maintenance, life-expectancy and deaccessioning of new public art.

The procedure for existing Public Art works would be similar for recommendations regarding up-grading, refurbishment, moving or removal of artworks).

Process	Actions
<p><i>Phase 1</i> <i>Project identification and initiation</i></p>	<p>Public Art opportunity identified, and scope of project determined</p> <p>Initiate public art project</p> <p>Consultation with stakeholders/community</p> <p>Funding source and project allowance determined</p> <p>Capital Works Expenditure Request FO-CBS-FIN-026 Version 2.0</p> <p>Artist brief developed including a clear budget provision</p>
<p><i>Phase 2</i> <i>Public Art Project Implementation</i></p>	<p>Call for submissions of preliminary concepts</p> <p>Evaluate submissions received against criteria</p> <p>Shortlist and engage shortlisted artists to develop more detailed submissions with concept development, time-lines, maquettes and/or digital presentation, proposed maintenance schedule, etc</p> <p>Artist briefing and site visit</p> <p>Assign Final Assessment Panel including a representative from Works & Services</p> <p>Artist/project selected</p> <p>Concept accepted by Council.</p>
<p><i>Phase 3</i> <i>Procurement, implementation and project management</i></p>	<p>Concept/Artist appointed</p> <p>Commission contract developed (includes fabrication and installation timelines, proposed maintenance schedule, payment schedule, final date of handover)</p> <p>Construction and installation of artwork</p> <p>Purchase and hand-over</p> <p>The artwork is added to the Public Art Register which is a register listing Council's permanent public artworks and it is to be maintained by the Burnie Regional Art Gallery. All artworks listed on this register are considered assets of Burnie City Council. Existing public artworks will be added to the register and therefore be reviewed under the criteria set out in this policy.</p> <p>Temporary public art will not be placed on the Public Art Register.</p>



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<p><i>Phase 4 Maintenance Schedule</i></p>	<p>Works and Services implement maintenance procedures and schedule regular maintenance.</p>
<p><i>Phase 5 Deaccession and Relocation</i></p>	<p>The recommendation for the deaccession or relocation of any public artwork is the concern of the Public Arts Projects Special Advisory Committee. The Committee will submit a proposal to Burnie City Council detailing the reasons and justification for the proposed action.</p> <p>The assessment will be based on the following:</p> <ul style="list-style-type: none">• Artistic relevance• Alignment of current Corporate Plan strategies and plans• Public safety• Changes to the design and use of the public space or space occupied by the artwork. Where artworks have held their value, the Committee may propose selling the artwork by private sale, expressions of interest, auction, or direct sale to a public authority (local, state or national government agency) where the artist has significant interest. The work will be sold only after it has had a valuation by a recognised ATO Approved Art Valuer.• The work no longer reflects the site or community• The work sustains irretrievable loss or irreparable damage• Deterioration of the work has progressed to such a degree that conservation of the work is at a cost greater than the original cost of the work. <p>The Committee will be informed by the General Manager or a representative, of any decisions by the Council in regards to the recommendation.</p>