

# Public Art and Design Policy

## Policy – CP045

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### 1. The purpose of this policy is

To establish guidelines and principles to facilitate the development and implementation of public art and design projects in the municipality.

To ensure the inclusion of public art and design into existing and new projects including but not limited to capital infrastructure, community plans, urban design and place making projects and masterplans.

To provide a framework for the appropriate management and care of existing public artworks within the Mildura Arts Centre Permanent Collection [the 'Collection'] in accordance with Mildura Arts Centre Collections Policy CP069.

### 2. Policy Statement

To guide the development and implementation of public art and design projects to enhance the cultural vitality of the community.

To foster and build on Mildura's reputation as an important centre for modern Australian sculpture and innovative contemporary practices in visual arts

To ensure the maintenance and appropriate conservation of existing art works throughout the municipality in accordance with Mildura Arts Centre Collections Policy CP069.

The inclusion of public art and design within the public realm will:

- Express distinct aspects of cultural identity;
- Create vibrant public places and spaces;
- Value our diverse arts and culture;
- Engage community cultural development opportunities and promote the benefits of participation, accessibility, inclusiveness and social wellbeing;
- Contribute to community pride; and
- Create a diverse, inclusive and culturally active community and build cultural leadership beyond the boundaries of the region.

### **3. Principles**

Council is committed to the creation of vibrant public spaces through the inclusion of public art and creative design in the public realm. During the development and implementation of public art and design projects Council will:

- Identify and facilitate opportunities to include public art and design elements into urban design, infrastructure, placemaking and community projects and strategic plans;
- Initiate, develop, implement and maintain a diverse range of suitably high standard, site specific, public art and design projects;
- Adopt and integrate appropriate public art and design processes, principles and standards to ensure suitable levels of excellence and equity are maintained in relation to public art and design projects;
- Ensure any commission of new public art and design aligns with the Mildura Arts Centre Collections Policy, as the artwork will formally become a part of the Collection.
- Identify and involve relevant community stakeholders (including community groups, cultural organisations, corporate bodies, private businesses, artists and arts professionals, etc.) in the process of planning and developing public art and design projects;
- Where possible, facilitate the public art process and encourage collaborations with other organisations and community engagement opportunities, such as, the education sector, tourism, events and festivals, artists, and businesses.
- Consider religious and/or cultural sanctions attached to designs or objects, especially designs or objects from Australian Aboriginal and Torres Strait Islander culture, and will not knowingly permit the use of a design or object in breach of these sanctions;
- Where appropriate, encourage non-Council bodies, organisations and individuals to support and adopt the principles and guidelines set out in this public art and design policy;
- Establish a reference group where appropriate for public art and design projects and provide support and guidance through Council's Arts and Cultural Development Team and/or Mildura Arts and Culture Advisory Committee. The reference group may consist of representatives of key stakeholders including Council, funding bodies, local residents, relevant community groups and cultural organisations.

### **4. Who is responsible for implementing this policy?**

- Councillors, Chief Executive Officer, General Managers, Managers Team Leaders and staff will be responsible for the implementation of this policy.
- Management and monitoring of the Collection shall be the responsibility of the Arts and Culture Development Manager, Gallery and Heritage Team Leader and Registrar and Collections Officer.
- The Collection shall remain the property of Mildura Rural City Council.

- Council is responsible for the proper storage, display and care of the Collection.

## 5. Definitions

Public art and design	<p>Public art/design is any element or feature of a cultural, interpretive, referential, narrative, artistically conceptual or distinctly aesthetic nature that is to be incorporated within any space, area, building, environment or precinct to which the general community have access (limited or otherwise).</p> <p>Public art and design projects may involve a wide variety of contexts and rationales, ranging from the involvement of an artist in developing or consulting on urban planning issues, participating in a design process for the decorative or utilitarian ‘fittings’ for public spaces, through to site-specific, conceptual artworks or design features of both a permanent or temporary nature. Similarly, the scale of work may range from intimate to grand and monumental.</p> <p>Public art and design projects are likely to be of a multi-disciplinary nature and involve consultation, integration and collaboration between many areas of professional expertise associated with the development of public spaces. This could involve artists working on projects or events not only with other design professionals, but also ‘artists’ from different cultural backgrounds and other cultural activity areas or specialized fields – e.g. theatre, literature, music, film and video, dance, fashion, community arts, youth arts, multicultural arts, etc.</p> <p>Public art and design projects, where appropriate, may include a community consultation process and may also involve communities or community representatives working with artists collaboratively to make work for a public area.</p>
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## 6. Legislation and other references

### 6.1 Legislation

There is no relevant legislation.

### 6.2 Documents

This Policy is implemented in conjunction with the following documents:

- Mildura Arts Centre Collections Policy CP069
- Mildura Arts Centre Loans Policy CP070
- Mildura Arts Centre Collection Conservation Management Plan.

### 6.3 Risk Assessment Reference

Risk Category	✓	Risk Category	✓
Asset Management Committees	✓	Financial Sustainability	
Compliance – Legal & Regulatory		Human Resource Management	
Contract Management		Leadership & Organisational Culture	
Contract Tendering & Procurement		Occupational Health & Safety	✓
Corporate Governance		Organisational Risk Management	
Environmental Sustainability	✓	Project Management	
		Public Image and Reputation	✓