Public Art Policy

Purpose

The purpose of the policy is to guide the acquisition of all public art for council either commissioned by the council or acquired by donation or transfer, as well as providing a framework for the funding and promotion of the collection of public art.

Objective

The objectives of this policy are to:

- Provide recognition of the contribution of public art to Wodonga; and
- Advise arrangements for the implementation of public art commissions and programs, for responding to issues regarding existing and future public art, management, maintenance and deaccessioning.

Scope

This policy applies to all public art in the Wodonga local government area including its neighborhoods. The policy does not apply to memorials, the council's civic collection, (for example, gifts received by the mayor on behalf of council), collections managed by the library or gallery or public art not commissioned or owned by the council (for example, community murals on private buildings).

Definitions

Public art is broadly defined as ephemeral or permanent art works designed by artists that are installed in the public space and accessible to the general public. For the purposes of this policy, the definition is confined to works commissioned, donated, transferred or owned by Wodonga Council.

Policy

Wodonga Council acknowledges the value of public art in enhancing and activating public spaces. The council will work in partnership with stakeholders and the broader community to manage, maintain and commission public art pieces that enable the community to express its identity and ideals in diverse art forms, foster professional arts practice and offer creative exploration and innovation in the wider community.

Guiding principles

Aboriginal and multicultural heritage is celebrated and reflected in our public art.

Across Wodonga there are references to the city's Aboriginal and migrant heritage. We will continue to acknowledge and celebrate our Aboriginal culture and heritage. As custodians for our rich migrant history, we will act with care and consideration through our public art commissions and consult councils First Nations Engagement Framework and Protocols Guide:

Our community engages with our city's public art works.

Works need to balance between being conceptually accessible and understood by the broader community, with the need to challenge ideas and stimulate discussion and debate as a sign of connected and engaged community.

The council will maintain, promote, engage and foster Wodonga's creative engagement with its public spaces. This is to be achieved through programming, events and public art projects. Public art will create spaces that encourage community interaction, thriving and vibrant community connections and contemplation.

Our city's public art is a learning collection for all the community.

Interpretation and education materials will be developed to supplement the city's public art collection to encourage a greater understanding and engagement with the works.

The individual and collective aesthetics of our city's public art collection will be retained and enhanced through new commissions.

All new works will place value in the aesthetics of the work itself and its surrounding landscape. Consideration will be given to ensure works are site specific and integrated within their environment.

Works will demonstrate aesthetic content that is creative, interpretive and authentic in form and expression.

Developing our appreciation and value of the arts.

Our city's public art will foster a sense of community identity and belonging through expression of our story and history. The value of our public art will be measured not only

economically but will also acknowledge its intrinsic value in contributing to the cultural fabric of our city.

Bringing public art into everyday life.

Wodonga Council will advocate for the integration of public art in all major developments, creating opportunities and supporting the way people make and experience art.

Audience interactivity and engagement will be enhanced through experimental and emerging technologies and practise.

Existing works

Council acknowledges the need to conserve, maintain, interpret and promote existing works within the city's public art collection. Therefore, Council will ensure:

- Maintenance requirements for long term public art is considered and agreed on during the commissioning process;
- A register of public art works is maintained for asset management, insurance, maintenance, and marketing purposes;
- Public art is shared to the community and visitors via the Albury Wodonga Public Art Trail; and
- Public art maintenance will be considered a part of the annual budget process, urgent works will be assessed as required.

Commissions

All public art works will be developed in line with the *Cultural Services Plan 2021- 2026* guiding principles and in line with the councils *Procurement Policy*. Commissioned works will also align with the commissioning framework and strategic themes identified in the plan.

Funding

Public art is funded through the following means:

- The Community Cultural Development budget is used as seed funding to support larger projects / grant applications. Working with the council's infrastructure and

projects team to include public art design features in capital projects;

- Grant opportunities:
- Commercial sponsorship or philanthropic partnerships with council; and
- Leasing opportunities

Gifts and Unsolicited Proposals

Gifts

Gifts of public art to the city are to be encouraged. Consideration of gifts will be undertaken by the appropriate manager using a set of criteria as per the procedural guidelines.

Unsolicited proposals

The acquisition process for unsolicited proposals will vary depending on the nature of the project.

Artworks at the concept design stage will be assessed by the appropriate manager using the same criteria used for assessing gifts. The manager will then make a recommendation regarding the suitability of the artwork for the collection.

Depending on the work, the recommendation may be passed to the Director Infrastructure and Growth, and where necessary the council, for approval.

Education and Interpretation

Wodonga Council is committed to providing education and interpretation of all existing and newly commissioned works.

Copyright

In the acquisition, commissioning and management, of the public art, Wodonga Council will meet the requirements of the Copyright Act 1968 and ensure that all artist's intellectual property rights are respected in line with legislative requirements.

Collection Management

The city's public art collection will be recorded in the council's corporate asset management

system and in line with the *Wodonga Asset Management Policy 2022 -2026*.

Deaccessioning

Due to a variety of circumstances such as age, damage, poor location, urban renewal and lack of significance, some works may be deemed no longer appropriate to the community's needs and are required to be deaccessioned. In such cases, the council will follow industry standards in line with the public art procedural guidelines alongside Councils Asset Management Policy.

Attachments

Public Art Procedural Guidelines

Related policies

Cultural Services Plan 2021 – 2026

Wodonga Asset Management Policy 2022 -2026.

Gender Impact Assessment (GIA)– Public Art Policy

Related legislation

The Copyright Act 1968 (Cth)
Local Government Act 2020 (Vic)
Occupational Health and Safety Act 2004 (Vic)

References

N/A

Review

The CEO may review this policy at any time but unless otherwise requested at least every four years from date of adoption. Minor amendments to the policy may be authorized by the responsible manager at any time where such changes do not alter the substance of the policy eg: typographical errors, a change to the name of a related policy, or a change to the name of legislation.

Public Art Policy

Title:	Public Art Policy 2025
Reference No:	
Business Unit:	Cultural Services
Category:	Operational Policy
Approved By:	
Next Review:	April 2029