

# CITY OF BUSSELTON PUBLIC ARTWORK POLICY

## 1.0 POLICY STATEMENT

Public artworks within the City of Busselton district are intended to reflect the cultures and lifestyles of the local community, to create vibrant spaces and invigorate places, and/or celebrate cultural or heritage aspects of the region.

The principles of Public Artwork are to:

- promote civic, community and cultural identity by introducing public artwork which makes streets, open spaces and buildings more locally distinctive;
- enhance the sense of place by encouraging public art forms which reinforce and highlight early settlement and Aboriginal history, cultural heritage and contemporary life;
- encourage community reflection, inspiration, celebration and well-being;
- improve visual amenity and the appearance of places by using public art to screen unattractive views and add interest;
- support regional art production where possible by contracting locally-based artists to create artworks;
- encourage the use of a diverse range of traditional and contemporary media and technologies; and
- recognise the importance of the role of art in public places.

Public artworks are acquired in numerous ways including commissions, developer contributions, donations, prizes and community art projects. Under certain circumstances artwork may be on loan to the City as in an outdoor exhibition in a public space.

Generally the City of Busselton manages and controls public artworks which are located on City-owned or managed properties as public spaces.

## 2.0 SCOPE

The City of Busselton is presented with public artwork opportunities from time to time as community projects, donations from organisations or individuals, the City's own public artwork initiatives or artwork on loan.

This Policy proposes to address public artworks in terms of the City's responsibility in:

- Acquisition
- Consultation
- Maintenance
- Deaccessioning
- Responsibilities

## 3.0 DEFINITIONS

### 3.1 Artist

It is acknowledged that the term 'artist' is self-referencing. For the purposes of this Policy, artists are expected to be able to meet at least two of the following criteria:

- a person who evidences their experience in implementing successful public artwork projects;
- a person who has completed a university degree or a diploma in a relevant arts field (ie visual arts, multi-media, fine arts) as appropriate to the public artwork commission brief;
- a person who earns the majority of their income from arts-related activities, including: teaching, selling artwork or undertaking public art commissions;
- a person who exhibits their artwork through one or more reputable art galleries whose primary business is dealing in the works of professional artists; and
- a person who has had works of art acquired by major public or private collections; and
- emerging artists/s whose Artwork complies with Public Art Guidelines.

### 3.2 Public Artworks

A public artwork is a permanent, temporary or ephemeral work of art created by an artist or developed under the guidance of a professional artist; that has been commissioned, acquired, donated or on loan to suit a public space either outdoors or indoors, or facility that is accessible to the community.

Public artwork does not include:

- ~~monuments or memorials;~~
- busking, art markets, pop-up galleries;
- playground equipment;
- commercial promotions in any form including business logos or brands;
- directional/way-finding elements such as super-graphics, signage or colour coding;
- objects that are mass-produced or reproduced;
- most art reproductions;
- services or utilities necessary to operate or maintain artworks; and
- commercially designed and manufactured street furniture.

### 4.0 ACQUISITIONS

Acquisitions are public artworks purchased, commissioned, donated or on loan to the City of Busselton. These artworks become part of the City's *Public Art Register* at the City's discretion. Public artwork acquisition processes for example include but are not limited to:

- *Sculpture by the Bay* annual acquisitive prize;
- the City's Development Contributions Policy;
- artworks commissioned by the City, such as the Settlement Art Project;
- exterior urban art or mural commissions;
- donations; and
- artwork on loan to the City for public exhibition (temporary acquisitions)

Public Artworks acquired by and more specifically, commissioned by the City, are required to have an Installation Plan and Maintenance Plan as outlined in the *Public Artwork Guidelines*. The City is responsible for the installation of artworks unless otherwise agreed by contract. Artworks will include signage that includes the name of the work, artist and year of completion or installation.

#### **4.1 Prizes**

The City may acquire public artworks through a competitive process with a monetary reward. The competition will outline its terms and conditions for the prize and include a copy of the *Public Artwork Guidelines*. The artworks acquired through a prize process may not be as robust as an artwork commissioned by a professional artist with a much higher budget. Artworks acquired through prizes might occasionally be expected to have a shorter life span of up to five (5) to ten (10) years. ~~if the prize is not a significant amount.~~

#### **4.2 Development Contributions Policy**

The City of Busselton has a *Development Contributions Policy* that includes *6B Percent for Art Provisions*. In general these artworks are commissioned for private property however some artworks are installed on City owned or managed land. In the case of an artwork located on public property, the developer will be responsible for the maintenance of the artwork for the span of its life and this is managed by a Maintenance Agreement .

A cash in lieu payment will be spent in accordance with the Policy. The *Public Art Guidelines* should be read in conjunction with the *Percent for Art Step by Step Guidelines*.

#### **4.3 Commissioned Public Artworks**

Commissioned works may require involvement and consultation with the community. Depending on the subject or theme; the scale and size; and the location of the proposed artwork, a reference group or panel maybe formed to support the decision making process which would include key stakeholders. Public Artworks commissioned by the City will be guided by the *Public Artwork Guidelines*.

#### **4.4 Public Urban Artworks**

City commissioned or approved outdoor urban art or mural artworks are guided by the *Urban Art Policy* and *Urban Art Guidelines*.

#### **4.5 Donations**

Periodically community groups, private individuals and/or the corporate sector gift artwork for permanent display within the City. Donated artworks are accepted through a *Public Artwork Donation Agreement* between the donor and the City of Busselton.

#### **4.6 Artwork on Loan (temporary acquisitions)**

Periodically Artists, individuals or organisations will loan artworks to the City where the City curates, manages and controls an outdoor exhibition as part of a community celebration, festival or event. In this case, artwork on loan will be accepted through a *Public Artwork Loan Agreement* between the identity who is lending the artwork and the City of Busselton, unless already covered by a separate or existing loan agreement with the lender.

Artworks that are acquired by any means are entered to the Public Art Register.

### **5.0 CONSULTATION**

Artworks commissioned and/or donated to the City of Busselton are site specific and will include consultation with key stakeholders. These stakeholders may include:

- residents or businesses located within viewing distance of the location;
- sponsors or donors;

- Councillors, project partners, community groups and organisers; and
- precinct stakeholders.

Consultation would consider the following selection criteria:

- themes of artwork that reflect the City's **principles outlined in this policy**;
- materials used and cost of maintenance plan;
- public safety;
- suitability in terms of
  - environment
  - culture
  - accessibility
  - point of interest and meeting place;
- location
  - integration with existing artworks that are nearby;
  - minimise impact on visual amenity of residential and business premises;
  - sculpture trails;
  - proximity to infrastructure such as pathways, parks and parking;
  - accessibility for maintenance works;
- passive surveillance.

Locations where public artworks may be sited include City-owned or managed properties in Busselton, Dunsborough, Yallingup, Vasse and other Locality precincts such as town centres and foreshores, in and adjacent to public buildings, parks, gardens and reserves, and Busselton Jetty.

## **6.0 MAINTENANCE**

Unless an agreement exists between the City and an Artist, owner of an artwork, or a third party stipulates otherwise, any public artworks acquired by the City or located on City-controlled land will be the responsibility of the City. Accordingly, the City will informally inspect the condition of the artwork to carry out maintenance as required. A Maintenance Plan will be supplied by the Artist/s as part of the acquisition process and this will be submitted for inclusion as part of the City's Public Art Register.

The maintenance period for acquired artworks will be ten (10) years from the date of installation unless agreed otherwise. The maintenance plan will be implemented by the City's Engineering Works and Services Directorate.

A Condition Assessment and Valuation Report for insurance and maintenance purposes will be conducted by an Arts Valuation Consultant every three years to establish the historical, cultural and artistic significance of a public artwork. The Condition Assessment will recommend whether an artwork needs priority attention, conservation or remedial works or needs to be removed.

## **7.0 DEACCESSIONING**

Deaccessioning is the process of decommissioning a public artwork that is deemed to be a risk to public safety and is considered to be beyond repair within a reasonable and acceptable budget.

Generally, an assessment of a public artwork on City owned/managed land will be undertaken through regular inspections and a valuation and condition assessment conducted every three (3) years, with recommendations informing the deaccessioning timeframe.

Regular informal inspections and recommendations occur by the City's Parks and Garden staff.

In the case of public artworks located on City-owned or managed property, the City may decide to remove an artwork at any time should it be deemed to be in an advanced state of disrepair or damage, the artwork is no longer considered suitable for the location, for relocation, or for other reasons such as safety.

In such cases, the City will consult with the Artist, where possible, prior to making a decision to remove and prepare a documented archival record of the artwork prior to its removal. The decommissioned artwork will be offered to the Artist for removal at their cost. In the case that an artist cannot be contacted, evidence of a reasonable attempt to find the artist will be recorded. The City will remove the public artwork at its cost if the Artist does not want it.

**8.0 RESPONSIBILITIES**

**Community and Commercial Services Directorate**

Acquisition, consultation, location, installation, valuation, condition assessments, artist liaison

**Engineering Works and Services Directorate**

Location, installation, maintenance

**Finance & Corporate Services Directorate**

Asset Register, insurance

**Planning Directorate**

*Development Contribution Policy : 6B Percent for Art Provisions*

**POLICY BACKGROUND**

Policy Reference No:

Owner Unit: Community Services

Policy Adopted:

Review Frequency: As Required

**HISTORY**

Council Resolution	Date	Information