



# Council Policy Manual

## WEST WIMMERA SHIRE COUNCIL

COUNCIL POLICY	
<b>SUPPORT FOR PUBLIC ART POLICY</b>	Policy No:
	Adopted by Council: 18 Sep 2019
	Next review date: Sep 2021
Senior Manager:	Director Corporate & Community Services
Responsible Officer:	Manager Economic and Community Development
Functional Area:	Economic Development
Introduction & Background	<p>This Public Art Policy has been developed as foundation to West Wimmera Shire Council's commitment to increase the community wellbeing and effectiveness by encouraging Public Art.</p> <p>This Policy will clarify the approval, commissioning and ongoing management processes associated with quality public art.</p>
Purpose & Objectives	<ul style="list-style-type: none"> <li>• Acknowledge the value the arts &amp; cultural sectors contribution to West Wimmera Shire</li> <li>• Establish partnerships and protocols with residents and community organisations which drive initiatives in public art.</li> </ul>
Definitions	<p>Public art is art created outside of a typical gallery context, such as streets, parks &amp; public places. Public art can include a wide range of art forms:</p> <ul style="list-style-type: none"> <li>• Permanent visual artworks such sculptures &amp; murals;</li> <li>• Street furniture &amp; functional building elements;</li> <li>• New media works such as projection &amp; digital artworks;</li> <li>• Temporary works such as installations;</li> <li>• Ephemeral artworks such as environmental artworks</li> </ul>



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Policy Details	
1.	<p><b>Aims &amp; Benefits of Public Art</b></p> <ul style="list-style-type: none"> <li>• Enliven &amp; enhance public buildings &amp; public spaces</li> <li>• Create a strong feeling of identity, public pride &amp; ownership of public space &amp; community facilities</li> <li>• Enhance the potential for cultural tourism within the Shire</li> <li>• Foster &amp; provide opportunities for emerging &amp; established local artists</li> </ul>
2.	<p><b>West Wimmera Shire Council's role in Public Art Development</b></p> <p>Council acknowledges practical measures to develop public art. Whenever new civic buildings are created, artwork could be integrated and when local or regional parks are created or renewed, they could include artistic elements creating unique environments, experiences and a sense of 'destination' within communities.</p> <p>Being a small rural Council, development of public art is only possible if community is heavily involved in the projects and also share the ongoing responsibility of managing the art.</p> <p>Council has a range of potential roles in developing Art in public Places:</p> <ul style="list-style-type: none"> <li>• Acknowledging the Art in Public Places is key social infrastructure for communities of West Wimmera Shire</li> <li>• Decide on the appropriateness of a proposal involving public art;</li> <li>• Advertising Public Art through Council's own avenues (Website, newsletter, Social Media)</li> <li>• Providing a space for community art groups to have meetings, workshops, seminars</li> <li>• Liaising with other Government Departments like Vic Roads to expedite approval process on Public Art where required.</li> <li>• Engaging with community to learn the aspirations in public art. Assist community to write the grant applications where the idea is supported by Council.</li> <li>• Enhancing tourism Committees to perform the role of advisory committees for art in public place and channelize community aspirations through Tourism Committees</li> <li>• Undertaking projects that have significant and measurable economic or tourism benefits. Each such project need to be assessed independently by Council in consultation with community based on the merits of the project and alternatives available at that stage to achieve the tourism and economic development outcomes.</li> </ul>



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	<ul style="list-style-type: none"> <li>• Working with other government agencies, the private sector or community groups to commission artworks; and</li> <li>• Considering offers of bequests to commission artwork or offers of gifts of existing artworks</li> </ul>
3.	<p>Support to filming in West Wimmera Shire Council</p> <p>West Wimmera Shire Council welcomes the opportunities of filming at public places subject to the compliance of any legislative requirements under Local, State and Federal Government regulations.</p> <p>Individuals and organisation encouraged to approach Manager Economic and Community Development on any proposals on filming in West Wimmera Shire</p>
4.	<p>Engaging with Council on proposals of Public Art</p> <p>Community members who have the idea on a public art are encouraged to discuss these ideas with relevant progress associations and other active members of the community to ensure the idea gets wider acceptance from community. The proposals must benefit wider community and must involve community contribution to implement the proposal.</p> <p>Council provides single point of contact on the proposals of public art. Community members who have an idea about a proposal on public art are encourages approach Manager Economic and Community Development and discuss the ideas or proposals.</p> <p>Manager Economic and Community Development will investigate the matter and liaise with relevant officers and West Wimmera Tourism Committee and put a formal proposal to Council.</p> <p>Council discusses and resolves on support to be provided in an Ordinary Council meeting.</p> <p>If the proposals involve applying for a grant; relevant assistance will be provided by members of the Economic and Community development team to write the grant application, however it is stressed that any community group must be ultimately responsible for ensuring that information contained within any grant applications is accurate and correct.</p>
5.	<p>Ownership of the Public Art</p> <p>Unless otherwise agreed all the public art will be owned by community groups. The responsibility of insuring and maintaining the artefact lies with community.</p> <p>Council reserves the right of removing art from public place if it considers the art inappropriate.</p>



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6.	<p>Resourcing Art at Public Places</p> <p>Resourcing support to public art need to be established on case by case basis. Opportunities to consider public art as part of existing operations must be encouraged. Where there are additional resources needed the following should be considered.</p> <p>Assistance in artistic matters including planning an event / art – Assistance must be sought from Local artists if any from the shire. Also resources at regional level could be utilised if the local resources are not available.</p> <p>For any relevant project requiring state and federal resources, assistance must be sought from relevant agencies in state and or federal government. In general any community organisations including indigenous groups and any private sector organisations could be used to increase the capacity for West Wimmera Shire Council to deliver a public art project.</p> <p>Financial and Physical resources: Council should consider at each proposal on a case by case basis and employ resources as it sees required.</p> <p>It is however stressed that whilst Council will provide assistance to community groups as required, it is the community groups who are ultimately responsible for ensuring project delivery and compliance occurs.</p> <p>Council accepts no ongoing maintenance liabilities for public artworks not instigated or controlled by Council.</p>
7.	<p>Review of this policy</p> <p>This Policy shall be reviewed every two years.</p>

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