



BATHURST PUBLIC ART POLICY

POLICY:	BATHURST PUBLIC ART POLICY
DATE ADOPTED:	Director Cultural & Community Services Report #6 Council 17 April 2019 Minute Book No. 12951
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OBJECTIVE:	Provide for the development and delivery of a strategically planned and innovative Public Art program for the Bathurst Region based on contemporary creative thinking and best practice implementation models.

1. DEFINITIONS

Public Art covers a wide range of arts activities in the public realm including community cultural development activities, place-making projects, independent artworks and artworks integrated with buildings, infrastructure, landscape or urban developments. It can reflect a diverse range of styles and practices from traditional to contemporary art. It may be permanent and/or temporary, including installations and performances, billboard art, sound installations, video or digital projections, text-based, aerosol art and street art. The works may be commissioned by the public or private sectors and may be located on either public or publicly accessible privately-owned land.

2. PURPOSE

Public Art will be an important contributor to a holistic place-making approach across the Bathurst Region. Permanent Public Art can contribute to developing local identity through the expression of a local narrative based on artwork concepts drawn from local stories and events. It can provide sculptural elements that can become cognitive place markers by which people navigate and use as meeting places, while interactive artworks can encourage community participation.

Temporary artworks will activate places and be utilised as a mechanism to herald change in advance of future place-making projects. In addition, artworks that actively engage the local community will provide the basis for understanding local needs and aspirations and inform future place-making planning. Place-making also allows for individual artistic expression through street art or other forms of artist interventions. These informal processes and projects can sometimes best capture the spirit of a community and become a unique point of difference in their own right.

In the Bathurst Regional Council context Public Art is an important mechanism through which Council can deliver on the Key Strategies of the Cultural Vision 2036.

Strategy 1: Creative Places: A Place of Culture & Creativity

Public Art can make an important contribution to the 'sense of place' and identity of the city and of public spaces across the whole of the Bathurst Region through celebrating the heritage, events, people and diversity of the area, and communicating community values.

The commissioning of contemporary Public Art will demonstrate the Council's commitment to culture and creativity; express confidence about place and the future; and be a symbol of civic pride and respect for public places.

Strategy 2: Creative Programs: Telling Bathurst Stories

Public Art will be commissioned to contribute to the expression of the history and cultural values of a people and place, including significant Aboriginal, European and migrant stories.

Strategy 3: Creative People: Developing a Creative Milieu

Public Art will provide a mechanism to encourage creativity, innovation and capacity building within the Bathurst arts community. The commissioning of Public Art will support local creative people to build skills; provide opportunities for young and emerging artists through temporary art projects; encourage mentorship and skill sharing; and bring new and challenging ideas to the local community.

Associated Documents

The Public Art Policy aligns with key Council policy and strategy documents including: the Bathurst Public Art Framework; Bathurst 2040 Community Strategic Plan; Bathurst Region Economic Development Strategy 2018-2022; Bathurst Region Destination Management Plan 2015; Bathurst Region Heritage Plan 2017 – 2020; and Village Plans.

3. SCOPE

Bathurst Regional Council is committed to achieving high quality, culturally relevant Public Art outcomes and recognises that to achieve this goal, it will not only directly commission artworks in its role as a 'provider', but also work in 'partnership' with other commissioning bodies, and as 'supporter' to artists wishing to initiate art activities independent of but with the approval of Council.

Therefore, the scope includes:

3.1 PROVIDER - Council Initiated Public Art

3.1.1 Independently commissioned

Where appropriate, Bathurst Regional Council will initiate, fund and commission specific independent Public Art projects that help to deliver on the Cultural Vision 2036.

3.1.2 Integrated into civic infrastructure

Bathurst Regional Council is committed to working with artists/craftspeople on integrated artworks as part of the landscape, buildings, infrastructure or civic spaces. The Council recognises the benefits of involving artists in integrated artworks that assist in the development of infrastructure projects that have a strong sense of place and uniqueness.

3.1.3 Public Art platform infrastructure

In order to support the commissioning of temporary and or ephemeral public art Bathurst Regional Council will invest in the provision of a range of Public Art 'platforms' such as, digital projectors, light boxes, art billboards etc.

3.2 PARTNER – Third Party Initiated Public Art

3.2.1 Private sector property development

Bathurst Regional Council will actively encourage the commissioning of Public Art by the private sector. To facilitate this objective Council will work with property developers during the development assessment process to help identify opportunities and advise on commissioning processes for integrating Public Art into new developments, particularly those developments that create new public or civic spaces.

3.2.2 Community Initiated Public Art

Partnerships for the commissioning of public art will be explored where the Public Art is to be located on Council land and is fully or partly funded by community groups or organisations.

3.3. SUPPORTER - Artist/Community Initiated Public Art

3.3.1 Supporting artist/community led initiatives

Bathurst Regional Council will develop strategies that encourage artists / community groups to propose interventions for specific locations and subject matter across the Bathurst region. Where appropriate, Council will support those artists seeking permission from Council to implement a proposal, with or without financial support from Council. This includes assisting the artists to achieve the relevant approvals and permits in a timely and efficient manner.

4. IMPLEMENTATION

4.1 RESOURCING

Council recognises that to be successful in delivering a diverse and high quality Public Art program requires adequate resources and as such is committed to providing the human and financial resources in a staged manner as required to deliver the agreed extent of the public art program.

Funding for Council initiated Public Art will be provided through the following:

- i. Dedicated Public Art Policy budget considered in line with competing priorities in the Annual Operational Plan
- ii. Individual capital works budget funded as part of project budgets on an as required basis
- iii. Grants where available from public, philanthropic and corporate sectors

4.2 PLANNING

Council wishes that Council initiated 'independent' and 'integrated' public art should be rolled out in a planned and meaningful program that delivers on both the key objectives of the Cultural Vision 2036 and has the capacity to be responsive to changing community expectations and catalytic events.

Bathurst Regional Art Gallery will curate an ongoing program of temporary art activities utilising Public Art platform infrastructure funded by Council.

4.3 REVIEWING AND APPROVAL MECHANISMS

Two expert review panels will be established to ensure artworks are of high quality, innovative, relevant and viable. A Public Art Program Committee will be established to provide oversight of proposed public art programs, opportunities and concepts. A Public Art Technical Review Panel will be established to review all relevant technical aspects of proposed public art projects such as risk assessment, engineering certification requirements, and asset management.

A five (5) tier approval process will be implemented whereby the following sign-off responsibilities apply on public property:

- i. Permanent individual artworks \$50,000 and over – require GM / Council endorsement
- ii. Permanent individual artworks under \$50,000 – Director Cultural & Community Services
- iii. Temporary and ephemeral art interventions – Director Cultural & Community Services / Art Gallery Director
- iv. Permanent integrated artworks– General Manager & Director Cultural & Community Services
- v. Non-Council public art proposals – Director Cultural & Community Services/Art Gallery Director

4.4 MANAGING & MAINTAINING

A Public Art collection constitutes a valuable asset and as such newly Council commissioned artworks will be recorded on a Public Art Register with details of the artwork, artist, title, date and value. Each commissioned artist will be required to provide a Maintenance Manual detailing the materials, construction methods and recommendations for appropriate ongoing maintenance overseen by Bathurst Regional Council.