



Strategic policy	
Public Art Policy	
Corporate Plan reference:	<ul style="list-style-type: none"> <li>1.1.3 <i>Facilitate the development of the region's knowledge-based economy in particular the creative, healthy, environmental, leisure and sporting sectors</i></li> <li>1.2.1 <i>Create attractive and viable urban and hinterland centres</i></li> <li>3.2.3 <i>Support education, training and apprenticeship initiatives that help build skills within the region and retain young people</i></li> <li>3.3.2 <i>Provide and facilitate local and regional arts and cultural facilities and programs within the community</i></li> <li>5.3.1 <i>Support community programs and infrastructure that encourage interaction, contribute to place making and a sense of community</i></li> <li>7.1.2 <i>Develop and implement strategies to retain the unique character of our centres, villages and towns</i></li> <li>7.3.2 <i>Ensure council developments and projects are well designed, landscaped and have aesthetic appeal</i></li> <li>7.3.3 <i>Develop and implement a public arts strategy to animate public spaces</i></li> <li>7.5.3 <i>Maintain and renew council assets to agreed standards</i></li> </ul>
Endorsed by Council on:	16 November 2011 (OM 11/281)
Manager responsible for policy:	Creative Communities, Community Services

### Policy purpose

The purpose of this policy is to outline the framework and principles which guide the provision of public art in the Sunshine Coast region.

This policy is supported by a set of guidelines which outline the processes for the identification, commissioning, procurement, management, maintenance and deaccessioning of public art.

### Policy outcome

The outcomes of this policy include:

- development of an innovative, environmentally and economically sustainable, well- maintained public art program
- increased expression and acknowledgement of the unique characteristics of local communities through innovative and appropriate public art projects
- enhanced public spaces across the region through appropriate public art projects

- implementation of consistent, transparent and equitable processes for the identification, commissioning, management, maintenance and deaccessioning of public artworks
- promotion of community cultural development through increased community participation in public art processes
- increased cultural tourism opportunities, and
- development of a sustainable and strong creative industry through increasing the capacity of local artists.

### Policy scope

This policy applies to existing and future public art whether integrated, traditional, performance, ephemeral (temporary), multimedia or community based, that is located in facilities or on land owned or managed by Sunshine Coast Council.

This includes artworks which are:

- a. Council initiated and funded**
  - capital works and major projects
  - additions to existing public facilities
  - public place refurbishment
  - cultural and community programs
  - artworks purchased for a specific site or purpose
  - gifts, donations or bequests accepted by council
  - memorials and commemorative projects that have a designer/artist engaged in the development of the work
- b. Public art outcomes from partnerships**
  - the Queensland Government's Art + Place program and similar initiatives
  - government departments, arts and cultural organisations, developers
  - private sector partners.
- c. Community initiated and subsidised**
  - outcomes of a community art project
  - proposals received from specific community groups / individuals
- d. Gifts, donations, bequests and developer contributions**
  - works donated to council from various sources e.g. visiting delegations, developers
- e. Memorials, Plaques and Monuments**
  - refer to Memorials and Plaques Policy and Guidelines

This policy does not apply to non-commissioned or unauthorised art or design including: graffiti; street art; private art; community and political signage; or bequests other than those items covered by other legislation.

### Policy statement

Sunshine Coast Council recognises the importance of public art in creating vibrant and attractive places across the region, and is committed to the incorporation of innovative, stimulating and relevant public art that enhances public spaces and enriches the character and identity of local communities.

A dynamic public art program will contribute to council's vision of becoming *Australia's most sustainable region – vibrant, green and diverse* by promoting innovation and creativity. Building the capacity of the local arts industry through focused industry development initiatives, will also contribute to the enhancement of the creative industries sector for the Sunshine Coast region.

A coordinated approach is required to ensure that public artworks are relevant, meaningful and physically appropriate to local communities. The Public Art Guidelines which support this policy detail the project identification, commissioning, procurement, management, maintenance and deaccessioning procedures for public art throughout the region, ensuring an integrated approach to public art that is consistent with council's vision.

### **Guiding principles**

The following principles underpin council's commitment to the provision of a vibrant, diverse and sustainable public art collection:

#### **Excellence in project initiation, concept, design and fabrication**

Public artworks will reflect emerging innovative and creative trends through early identification of public art opportunities, concept development, design and fabrication, ensuring a relevant, cohesive and contemporary public art collection in the region. Public artworks must also be designed and fabricated in a way to ensure they are physically suitable and characteristically relevant to the space, as well as being safe and sustainable over the period of their installation.

#### **Transparent decision-making processes**

The identification, commissioning and assessment of all public artworks will be through transparent, equitable and inclusive processes. Council will consult with internal and external key stakeholders and, where appropriate, the community to ensure decisions made by council about public artworks and their locations are appropriate and reflect the local identity and purpose.

#### **Contribution to local community character**

Planning for public art projects will take into account the context of a place to ensure artworks reflect and contribute to the unique character and identity of local communities.

#### **Meaningful community engagement**

Council may engage with local Sunshine Coast communities to inform public art projects, including the identification of sites and suitable forms of public art. Meaningful and relevant community engagement on particular projects will help to ensure public art is culturally appropriate and fosters community ownership. Any community engagement undertaken will be in line with council's Community Engagement Policy.

#### **Contribution to the region's economy**

Council's public art program will prioritise local artists, providing employment opportunities and building the capacity of the region's arts industry to become more viable and sustainable. A cohesive and innovative collection of public art projects also has the potential to act as tourism attractions, drawing visitors to the Sunshine Coast, and contributing to the local economy.

#### **Building the capacity of local artists and arts organisations**

Council is committed to working with local artists and not-for-profit arts organisations to increase their skills and enable capacity, through industry development initiatives, to deliver the range of artistic services required for public art projects and development. This will increase the resilience of the region's creative industries to become more sustainable into the future.

### **Roles and responsibilities**

(List specific roles and responsibilities under the policy, e.g. council/ CEO/ Director/ Manager)

## Measurement of success

The outcomes of this policy can be measured by:

- number of economically and environmentally sustainable, well-maintained public artworks in public spaces
- number of local artists employed in public art processes
- number of public artworks that comply with the principles underpinning this Public Art Policy, and the processes outlined in the associated Public Art Guidelines
- level and extent of community engagement in public art processes
- evaluated opinion of community acceptance and appreciation of the artwork post-installation in context to relevance to the locality
- recognition of Sunshine Coast's public art outside of the region.

## Definitions

### Artistic services

Artistic services can be considered as part of a collaborative design process, research and/or community consultation.

### Deaccession

To relocate, sell, donate, store or dispose of a piece of artwork.

### Public art

Public art presents a creative or interpretive statement in a facility or space that is accessible to the public. It may comprise stand alone artworks or may be incorporated into buildings, infrastructure, or open space. Public art can be permanent or temporary, external or internal to any building or place, or integrated into functional infrastructure. It can be literary, visual, acoustic, interactive, craft or design.

### Public spaces

Both indoor and outdoor spaces that are accessible to the public including parks, waterways and foreshores, open plazas, streetscapes, buildings and public spaces. For the purposes of this policy, this scope pertains to facilities or land owned or managed by Sunshine Coast Council.

## Related policies and legislation

(List relevant policies, state and federal legislation)

- *Sunshine Coast Community Plan (2011)*
- *Place Making Charter and Policy (2011)*
- *Sunshine Coast Open Space Strategy (2011)*
- *Sunshine Coast Social Infrastructure Strategy (2011)*
  
- *Corporate Plan 2009-2014*
- *Community Engagement Policy (2009)*
- *Memorials and Plaques Policy (2009)*
- *Procurement Policy (2008)*
- *The Noosa Plan (2006)*
- *Caloundra City Plan (2004)*
- *Maroochy Plan (2000)*
- *Queensland Government Public Art Fund 2010-2014 Policy and Principles*
- *South East Queensland Regional Plan (2009-2031)*
- *Sustainable Planning Act (2009)*
- *Copyright Amendment (Moral Rights) Act (2000)*

- *Workplace Health and Safety Standards*
- *Australian Standards*
- *Disability Discrimination Act*

Version control:

Version	Reason/ Trigger	Change (Y/N)	Endorsed/ Reviewed by	Date
1.0	Created new		Council Resolution (OM 11/281)	16/11/2011
1.1	Updated department names and branding	N	Corporate Governance	04/11/2017

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