
Arts and Culture Policy 2020



December 2020



Northern Grampians Shire Council
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Arts and Culture Policy



Council Policy

Responsible director

Responsible officer

Functional area

Date adopted by Council

Review date

Director Communities

Coordinator Community Placemaking

Community Development Officer

7 December 2020

7 December 2024

Purpose

Northern Grampians Shire Council recognises that arts and culture enriches communities. Engaging in arts and culture activities builds a sense of community pride and identity, inspires a sense of place, creates a culture of inclusion, celebrates diversity; promotes health and wellbeing and enhances the liveability of the shire. It assists in the economic development of the shire and helps drive visitation to the region.

Background

The adoption of an Arts and Culture Policy by Council is important as it provides the framework for how Council will support and promote arts and culture activities and initiatives in the shire.

Policy

The policy will be supported by the *Northern Grampians Shire Council Arts and Culture Strategy 2020-24* in its approach to arts and culture programs and aims to:

- Support to protect and preserve public arts and cultural assets - maintain community assets and the NGSC Historical Assets Register.
- Increase participation and access – supporting projects and activities that are inclusive and accessible, and encourage participation for a wide range of community members.
- Support local creative talent – creating more opportunities to produce and present creative works.
- Deliver wider economic and social impacts – supporting local organisations, businesses and creatives to collaborate in the design and delivery of projects.
- Strengthen the creative industries – build capacity and support conditions for growth.

Council Plan Objective/Strategy

The objectives of the Arts and Culture policy align with the objectives of the *Council Plan 2017-21*, the *Municipal Public Health and Wellbeing Plan 2017-21* and the *Arts and Culture Strategy 2020-24* as outlined below.

Council Plan 2017-21

- Enhancing lifestyles and economic growth.

Municipal Health and Wellbeing Plan 2017-21

- Providing increased opportunity for community participation in the arts and therefore providing - Community connection, access for all, inclusion, improved mental wellbeing.

Arts and Culture Strategy 2020-24

- Participation - increase participation in and collaboration of the arts in the Northern Grampians Shire.
- Profile - improve the profile of the arts.
- Place - capitalise on the unique place where art is created.

Legislation and Standards

Local Government Act 2020

Heritage Act 2017

Planning and Environment Act 1987

Building Act 1993

Aboriginal Heritage Act 2006

Copyright Act 1968

Responsibilities

The Communities Directorate is responsible for ensuring that the Arts and Culture Policy is implemented and the Coordinator Community Placemaking is responsible for the policy to be reviewed every four years.

Stakeholders

This policy applies to Councillors, staff, contractors and consultants responsible for commissioning, for or on behalf of Northern Grampians Shire Council. The community is directly affected by the policy.

Review

Monitoring and regular assessment of the policy are necessary to ensure the policy remains current with the Council's goals, processes, aims and requirements. Assessment of the policy will be undertaken every four years to align with the Council term to ensure it remains current with the Council's goals, processes, aims and requirements and as a means by which to reduce Council's exposure to risk.

Communication and implementation

The policy will be communicated to all staff through the Electronic Document Records Management System and referred to in induction and/or training. The policy will be available to the community on the Council's website.

References

Northern Grampians Shire Council - Arts and Culture Audit and Opportunities Report 2016

Northern Grampians Shire Council - Arts and Culture Strategy 2020-24

Creative State - Victoria's Creative Industries Strategy 2016-2020

VicHealth - Arts and Wellbeing 2019

Compliance

This policy requires relevant State Government legislative compliance with:

- ✓ *Local Government Act 2020*
- ❑ *Local Government Act 1989*
- ✓ [*Gender Equality Act 2020*](#)
- ❑ *Child Safety Act 2015*
- ✓ [*Privacy and Data Protection Act 2014*](#)
- ❑ *Equal Opportunity Act 2010*
- ❑ *Fair Work Act 2009*
- ✓ [*Charter of Human Rights and Responsibilities Act 2006*](#)
- ❑ *Health Records Act 2001*
- ❑ *Freedom of Information Act 1982*
- ❑ Other

Privacy and Data Protection compliance

Development of the policy has considered the *Privacy and Data Protection Act 2014* and the *Victorian Protective Data Security (VPDSS) Framework* which adopts a risk-based approach to protective data security.

Gender Equality Act 2020

Council must consider gender equality principles, rights, opportunities, responsibilities and outcomes and the promotion of gender equality in the policies, programs and services it delivers.

Charter of Human Rights compliance

It is considered that this policy does not impact on any human rights identified in the *Charter of Human Rights & Responsibilities Act 2006*.

Review history

Date	Review details	Action
11 November 2020	Policy drafted, presented to ELT	Approved
7 December 2020	Reported to Council for adoption	Adopted

1.0. Public Art Guidelines

- Provide public art acquisition guidelines that govern funding, acquisition, management and disposal of public art.
- Provide guidelines for public art selection processes, location/display of public art and maintenance of public art.
- Provide guidelines for assessing sponsorship, donations, bequests and memorials.

Definitions - The following terms are referred to in the guidelines.

Public Art

These guidelines refer to works of art in all mediums and styles that take place in, or are displayed in, public places or public domains of the Northern Grampians Shire to which the public has free and open access. This will include permanent works in outdoor places, artist designed street furniture, building elements, streetscapes, signage and gardens, ephemeral and temporary artworks including performance, projection and digital art. It refers to both community public art and art undertaken by professional artists.

For the purposes of these guidelines public art does not include:

- Commercial promotions or objects that are commercially mass-produced such as fountains, street furniture, signage etc.
- Works of art that are held in public or private collections, including those of artists, museums and art galleries.

Art

Art is about imagination and the tangible and intangible products of creativity. The 'arts' include but are not limited to: painting; sculpture; crafts; photography; architecture; design; literature; performing arts; music; theatre; film; multi-media: digital art and dance

Culture

Culture is a way of life and is evolving and shaped by global and local influences. Culture represents the shared values, beliefs and characteristics that define who we are as individuals and as a society. Culture recognises our multicultural and contemporary diversity in background, history, identity, language, cuisine, art and leisure.

Artist

An artist is a person engaged in one or more of any of a broad spectrum of activities deemed to be art. Because the term 'artist' is often used to mean one engaged only with visual art, many prefer to use the term 'arts practitioner'. 'Artisan' or 'craftsperson' is included in the term 'artist'. Community art or 'community-based art' is a way of creating art in which artists collaborate with people who do not normally actively engage in the arts. It can utilise any art form and is characterised by interaction or dialogue with the community.

Community

This refers to a group of people living in a particular area. It can also refer to a social unit of any size that shares common values.

Artwork Materiality

This refers to the medium and process used to create the art.

Why do we need Public art?

1.1. Why? The importance of public art to Northern Grampians Shire Council

Northern Grampians Shire Council recognises that public art projects have a special role to play in connecting communities. Public art and community art projects that are tailored to diverse sectors such as

young people, older people, children, diverse cultures etc, lead to an enhanced sense of wellbeing of the participants, as well as greater community awareness of these sectors of our community.

Public art in Northern Grampians Shire will integrate the arts into everyday life and help tell important stories about its places, its people, its history and its common values and ideas.

1.2. Consideration for Public Art Projects

In assessing public art proposals the following will be considered:

1.2.1. Relevance to Northern Grampians Shire: its community, themes and concerns

- Public art projects may be utilised to increase community connectedness.
- Public art may be used to activate public space throughout the shire.
- Public art may provide economic benefit through tourism.
- Public art may interpret historical sites and tell important local stories.
- Public art may encourage community and visitor engagement with a particular place.
- Public art may explore and encourage awareness of global, national or local issues and themes.

1.2.2. Quality of the artwork and artist

- While the quality of the artwork and artist are primary considerations, public art undertaken by the community will be driven by the objectives centred around participation, inclusion and collaboration.
- Public art is usually made or designed by an artist or creative, with or without community participation.
- Public art undertaken by a professional artist will at all times reflect a high standard of artistic practice.

1.2.3. Artwork materiality

- Public art may include music, poetry, sound and light installations, temporary installations, street furniture, street lighting, gardens, paving, water features, sculptures, street theatre, parades, murals and street art.
- Multimedia, and digital art can create projected or screened, or electronically conveyed images and films, and soundscapes in public places may be movement activated or at specific times of day and night.
- Public art may include digital technology – as in virtual choirs, online exhibitions or digital interactive projects.
- Festivals may also include elements of public art such as exhibitions of actual or projected works of art, or parades and performances in public places. However, only those elements that offer free access to all can be considered public art.
- Landscaping and gardens may also be considered works of public art. Gardens developed with experienced landscape artists may help connect diverse sectors of the community and enhance significant and everyday places.

1.2.4. Durability of the work

- Public art will not be limited to works that are physical and permanent.
- Works of art in public places may occur for a short time or have a long-term placement. Some works of very short duration may be able to be repeated, electronically or manually activated.
- Permanent works of art will be made of durable materials and be affixed to a location for an agreed lifespan (usually a minimum of 5 years).

1.2.5. Safety and suitability

- Council will assess permanent works for safety and durability.
- The public artwork project and maintenance costs will be considered.
- Appropriate consent will be required prior to any works being undertaken.

1.3. Potential sites for public art

The context of public art is important. Public art will be used to enliven sites and events throughout the Shire. These may be large-scale, small or very subtle.

Areas where people congregate such as town centres, lakes, public parks and gardens, children's playgrounds, walking trails, empty or under-utilised spaces, bare walls of buildings, and streetscapes may all be suitable sites for public art. Public art for the Northern Grampians Shire should be designed or selected to consider the following:

- Providing opportunities to experience local places in new ways through placemaking.
- Ensuring suitability for a specific place, including character, heritage and position on the site.
- Public safety concerns – this may include the shape and nature of the materials used.
- Visual impact and spatial considerations.
- Present and future uses of the area.

1.4. How art works are accessioned by the Shire

Northern Grampians Shire Council may acquire or sponsor public art in any of the following ways:

- Community arts projects or workshops where community groups utilise a public space within the shire.
- Community arts projects or workshops where an artist works with the community on a project and the resulting works are displayed in a public place on a temporary or permanent basis.
- Purchase of existing works of art.
- Commissioning of works of art for specific sites or projects. Council will determine if the project is to be referred to for consultation with the Public Art Panel.
- Acceptance of donation of art works.
- Projects funded by grants, philanthropic trusts, individuals etc.
- Integrated art: works that are developed as part of a capital works project.
- Partnerships with, or sponsorship of, public art by a group, organisation, government department, or commercial enterprise.
- Public art that is curated on a theme, commemoration or specific event supported by the Shire.
- Public art produced during Artist in Residence projects.

1.5. Funding sources for public art

1.5.1. Northern Grampians Shire Council

- Council Grants: Council has provision for arts and culture project funding as part of its Grants program.
- Artful design: Working across Council departments to identify opportunities for arts practitioners to contribute to the overall design of public place projects.
- Integrated art: Where possible, utilise existing budgets for seating, paving, lighting, parks and gardens, special signage etc to commission unique objects designed or made by artists.
- Partnerships: Additional funding may be sourced through partnerships with local organisations, community groups and enterprises and local, state and federal government.

1.5.2. State and Federal governments and agencies, philanthropic trusts Council will explore grants and other funding opportunities.

1.5.3. Private or business donations, bequests and sponsorship Council will consider offers of existing artworks for public places, funded proposals for new public artworks, bequests and other offers of funding for public art in a fair, transparent and consistent manner.

1.6. Public Art Panels - Project Specific

Council's decisions on public art projects will be informed by advice from a project specific independent Public Art Panel.

- The Public Art Panel will comprise members with a wide range of professional and community art expertise, especially in the area of public art, art curatorship, architecture and design.
- Relevant Council officers such as engineers, planning, heritage, arts and tourism will be co-opted as required, but without voting rights. The Public Art Panel will have representation across the Shire and be appointed through expressions of interest to Council.
- The selection of the Panel will be made by Council officers. Selection will be based on relevant expertise, geographic representation across the Shire, and diversity of culture, gender and age.
- A minimum of 2 people from within Council and a minimum of 2 external people will form the Panel. Members are to be selected from communities or groups involved with the specific project. In some cases a member will be included to provide special expertise for a project where required.
- The Public Art Panels initial meeting will be to establish and endorse the Terms of Reference for the specific project.

1.7. Process

1.7.1. Public Art Selection and Management Process

A designated Council officer will be primarily responsible for planning and delivering the Shire's program of public art activities. All new public art proposals must be outlined in a project brief that addresses information as required in sections 1.2 and 1.3 of this policy. The brief will be initially assessed by a Council officer who will determine if it is within the scope of this policy. It will then be determined if the project is to be referred to the Public Art Panel. The Public Art Panel will advise on the brief and make recommendations to Council, assessing the proposal against:

- Quality of the artwork and artist
- Durability of work
- Safety and suitability
- Relevance to Northern Grampians Shire Council
- Artwork materiality. The Public Art Panel will provide advice to Council, to assist Council to make the final decision. All public art proposals, successful or unsuccessful, will receive a written response.

1.8. Donations and Bequests

Donated work must meet the assessment criteria in section 1.2 and 1.3, in addition, Council may:

- The donor may be required to make an advance cash contribution toward the maintenance of the artwork for the first five years.
- Donors will be required to sign an agreement granting ownership of works donated to Council.
- Donations and sponsorship will be acknowledged on appropriate signage and documented in the public art register.
- The acceptance of a donation does not imply any rights of that organisation or person to control management of the project.

- Loans of artworks to Council will not be considered.

1.9. Communication

- Northern Grampians Shire Council is committed to open, transparent communication regarding public art projects in the Shire. To achieve this Council will:
- Maintain an email contact list. It is the responsibility of local artists to ensure Council has their up to date email address. When a public arts project is identified, the relevant details will be forwarded and recipients encouraged to further circulate the information.
- Widely publicise public art opportunities through local media, website, and specific arts networks.
- Promote existing public art online and, where possible, in printed form.

1.10. Accessioning/recording of public art works

All permanent works of public art in the Shire will become part of the Shire's collection. Ownership of 'pop up' installations and semi-permanent artworks will be determined by project and in the project planning phase. When received all works will be catalogued, photographed, and assessed for condition. The following details will be recorded in a suitable database: Name of artist, date of artwork, title if any, medium, date of acquisition, name of commissioning body or sponsor, donor and image.

1.11. Maintenance of works of art

Artworks in public places are significant and valuable assets for the Northern Grampians Shire Council . All new works of art installed in public places must be supplied with maintenance instructions, preferably written by the artist. Works of art that are subject to the vagaries of weather, interaction with people and natural decaying processes, will be inspected as required to assess and prevent damage.

Inspections of permanent works will be carried out as required to ensure safety and the integrity of the work and avoid the necessity for costly repair at a later date. Donors or sponsors of permanent public art may be requested to provide a yearly maintenance budget. Similarly, when funding is being sought for a public art project, maintenance will be included in the budget, if appropriate.

1.12. Conservation and Care

Council will continue to regularly assess works in its Historical Assets Register including the conservation and maintenance of its collection of art in public spaces, incorporating memorials and monuments. Items for priority conservation will be listed annually according to the budget allocation. Priority works and items will be assessed and treated by professional conservators where required.

1.13. Deaccessioning works of art

From time to time works of art in the public domain may become damaged beyond reasonable repair, or cease to have public relevance, or the site may be so changed that the work no longer fits or suits the site. In the case of works posing a risk to the public immediate removal may be necessary. In these cases the Public Art Panel will consider the following options and advise Council on the most suitable option:

- Relocation of a work to a more suitable site
- If total removal is required donors in the first case, or artists, will be offered return of the artwork
- Donation of work to a school or other public utility
- Sale of work, with funds raised used for other public art projects
- Destruction of artworks will only be considered as a last resort.

2.0 Strategy Monitoring and Review

The Arts and Culture strategy should be monitored and reviewed on an annual basis and progress reported

to Council. Where opportunities are available, feedback will be provided to specific interest groups and the general community. It will provide an opportunity to highlight the Shire's achievements to date and provide the ability to adjust programs accordingly.

The Arts and Culture Strategy will be reviewed every four years to ensure that the Council maintains a strategic plan for the future planning, delivery and management of art and cultural works, assets and programs.

Associated Documents

Council Plan 2017-21

Municipal Mental Health and Wellbeing Plan 2017-21

Community Plans - where relevant

Community Access Plan 2014-16

Arts and Culture: Audit and Opportunities Report 2016