

PURPOSE

The purpose of the policy is to guide the assessment of all public art commissioned by the council, acquired by donation or transfer as well as providing a framework for the funding and promotion of the collection of public art.

OBJECTIVES

The objectives of this policy are to:

- Provide recognition of the contribution of public art to Wodonga; and,
- Advise arrangements for the implementation of public art commissions and programs, for responding to issues regarding existing and future public art, management, maintenance and de-accessioning.

SCOPE

This policy applies to all public art in the Wodonga local government area including its suburbs and neighbourhoods. The policy does not apply to memorials, the council's civic collection, (for example, gifts received by the mayor on behalf of council), collections managed by the library or Arts Space Wodonga or public art not commissioned or owned by the council (for example, community murals on private buildings).

DEFINITIONS

Public art is broadly defined as ephemeral or permanent art works designed by artists that are installed in the public space and accessible to the general public. For the purposes of this policy, the definition is confined to works commissioned, donated, transferred or owned by Wodonga Council.

POLICY

Wodonga Council acknowledges the value of public art in enhancing and activating public spaces. The council will work in partnership with stakeholders and the broader community to manage, maintain and commission public art pieces that enable the community to express its identity and ideals in diverse art forms, foster professional arts practice and offer creative exploration and innovation in the wider community.

Guiding principles

Indigenous and multicultural heritage is celebrated and reflected in our public art.

Across Wodonga there are references to the city's indigenous and migrant heritage. We will

continue to acknowledge and celebrate our indigenous culture and heritage. As custodians for our rich migrant history, we will act with care and consideration through our public art commissions.

Our community engages with our city's public art works.

Works need to balance between being conceptually accessible and understood by the broader community balanced, with the need to challenge ideas and stimulate discussion and debate as a sign of an engaged and healthy community.

The council will maintain, promote, engage and foster Wodonga's creative engagement with its public space. This is to be achieved through programming, events and public art projects. Public art will create spaces that encourage community interaction, connections and contemplation.

Our city's public art is a learning collection for all the community.

Interpretation and education materials will be developed to supplement the city's public art collection to encourage a greater understanding and engagement with the works.

The individual and collective aesthetics of our city's public art collection will be retained and enhanced through new commissions.

All new works will place value in the aesthetics of the work itself and its surrounding landscape. Consideration will be given to ensure works are site specific and integrated within their environment.

Works will demonstrate aesthetic content that is creative, interpretive and authentic in form and expression.

Developing our appreciation and value of the arts.

Our city's public art will foster a sense of community identity and belonging through expression of our story and history. The value of our public art will be measured not only economically but will also acknowledge its intrinsic value in contributing to the cultural fabric of our city.

Bringing public art into everyday life.

Wodonga Council will advocate for the integration of public art in all major developments, creating opportunities and supporting the way people make and experience art.

Audience interactivity and engagement will be enhanced through experimental and emerging technologies and practise.

1. Existing works

The council acknowledges the need to conserve, maintain, interpret and promote existing works within the city's public art collection. The council will maintain a register of public art works for insurance, maintenance, asset management and marketing purposes.

2. Commissions

All public art works will be developed in line with the *Wodonga Public Art Strategy and Master plan 2015-2020* guiding principles. Commissioned works will also align with the commissioning framework and strategic themes identified in the strategy.

3. Gifts and Unsolicited Proposals

Gifts

Gifts of public art to the city are to be encouraged. Consideration of gifts will be undertaken by the appropriate manager using a set of criteria as per the procedural guidelines.

Unsolicited proposals

The commissioning process for unsolicited proposals will vary depending on the nature of the project.

Artworks at the concept design stage will be assessed by the appropriate manager using the same criteria used for assessing gifts. The manager will then make a recommendation regarding the suitability of the artwork for the collection.

Depending on the work, the recommendation may be passed to the Director Community Development, and where necessary the council, for approval.

4. Education and Interpretation

Wodonga Council is committed to providing education and interpretation of all existing and newly commissioned works.

5. Collection Management

The city's public art collection will be recorded in the council's corporate asset management system and in line with the *Wodonga Asset Management Policy*.

6. Deaccessioning

Due to a variety of circumstances such as age, damage, poor location, urban renewal and lack of significance, some works may be deemed no longer appropriate to the community's needs and are required to be deaccessioned. In such cases, the council will follow industry standards in line with the Significance 2.0 framework as outlined in the procedural guidelines.

ATTACHMENTS

Nil

RELATED DOCUMENTS

DRAFT 2015 – 2020 Public Art Strategy & Master Plan
DRAFT Procedural Guidelines
DRAFT Artist Brief Templates

RELATED LEGISLATION

Nil

REFERENCES

Nil

REVIEW

This policy will be reviewed two years from the date of adoption, with operational amendments as required in accordance with Council / CEO approval.

Title:	Public Art Policy
Reference No:	
Business Unit:	Marketing, Tourism and Cultural Services
Category:	Policy
Version:	One
Approved By:	The council at its meeting of October 19, 2015
Next Review:	October 2019