



Public Art Policy

Purpose

The Public Art Policy (2019) responds to the requirements of The Local Government Act 1989, section 3C, Objectives of Council (2).

The Public Art Policy sets out

- the scope of the services Council will provide,
- how these relate to Council's strategic objectives,
- the activities Council will undertake including community engagement, funding and implementation.

Definitions

Public Art refers to any artwork which has been designed and created for people to experience in the public realm and it can include all forms of visual arts, design, performing and literary arts.

Scope

Council will be responsible for the implementation of a Public Art Policy which brings community benefit from a range of art installations, projects and activities.

This Policy will provide the basis for a Public Art Strategy, which will set out a planned and clear framework for the creation, acquisition, maintenance and management of public art in Baw Baw.

Through its Public Art Strategy, Council will set out a forward-looking, sustainable plan for the acquisition, management, maintenance and conservation of cultural assets including the Council collection of art works and memorabilia.

To ensure Public Art is considered as an integral part of Baw Baw Shire's own major infrastructure projects, Council will ensure its planning for such projects includes consideration of integration of Public Art from the early stages.

This activity will enhance Baw Baw Shire's reputation as a vibrant centre for arts and cultural activity in a way that creates benefits for social and community well-being, and economic development.

Related policies and documents

The Public Art Policy gives effect to objectives in Baw Baw Shire Council's 2017-2021 Council Plan:

- **Vibrant Communities**

Council seeks to support the vibrancy and character of our local community as it grows and changes.

The strategy achieved through implementation of this policy:

- Build a vibrant community of arts, culture and events.

This policy also links with these Council Plan strategies:

- Arts Culture and Events Strategy 2017 – 2021.
- Youth strategy.
- Municipal Public Health and Wellbeing Plan.
- Local Government Aboriginal Partnership Project.
- Recreation Strategy 2017-2027.
- Small town and rural communities planning.
- Warragul CBD and Drouin Township planning.
- Visit Baw Baw Tourism and branding strategy.

Policy principles

The Public Art Strategy will offer a range of ways to involve and benefit communities throughout Baw Baw Shire. Engagement in the initiation and process of the Public Art making is as important as enjoyment of the finished work.

Policy detail

- **Funding**

To ensure the viability of a Public Art Strategy, Council will include an annual consideration in its Capital works budget for this purpose.

The scale of this budget in any year will be determined by a "percent for art" scheme as a part of the annual Capital Works Budget process. An amount up to the equivalent of 0.3% of the total Council Capital Works Budget in each financial year will be considered

for proposals for Public Art purposes. These may include proposals to integrate Public Art in Council's own infrastructure projects.

Governed by this scale of budget, a strategic plan and budget proposal will be developed each year for the future use of Public Art funds. Council will consider the proposal as part of its annual budget process to determine the actual amount of any budget so allocated.

The delivery of the agreed plan will be monitored by and outcomes will be reported back to Council by the Manager Arts, Culture and Events.

- **Implementation**

Implementation of the Public Art Strategy will be led by Council's Arts, Culture and Events Department. They will work closely with Council's Assets and Infrastructure team (and with other Council teams delivering related Council Plan strategies) to develop the forward plan for Public Art projects.

Council's Arts and Culture Advisory Committee will also provide conduits to community consultation and engagement to assist in developing Public Art project plans.

Proposals for projects, once developed, will be brought to Council for consideration as part of the annual budget process.

All projects will be subject to evaluation with outcomes being reported back to Council on completion.

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Responsible Director	Director Economic Development, Arts and Advocacy
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