

1. PURPOSE

Horsham Rural City Council (HRCC) is a vibrant municipality where people want to live and want to visit. HRCC recognises that quality public art, design and architecture can build on this asset by creating a unique community identity that informs the sense of place and creates iconic branding of our municipality. The HRCC Public Art Policy was created to respond to, and reflect, the community vision for Council's existing and future public art works within the municipality for the next five years.

2. INTRODUCTION

The HRCC 2005 Public Art Policy was developed to identify a vision, themes and procedures to guide the delivery of quality public art that reflected the aspirations of the people within Horsham Rural City Council. The 2005 HRCC Public Art Policy was never formally adopted by Council and both Council and community priorities have shifted slightly since 2005. As a result, the need for a review, consultation and development of a revised Public Art Policy was identified.

The subsequent 2013 Public Art Policy was developed and adopted in response to this review and reflected the priorities and aspirations identified both within Council and as a result of a community consultation process.

This current 2017 Public Art Policy has been reviewed to align with the newly developed 2017-2021 Public Art Implementation Plan.

3. SCOPE

The Public Art Policy covers all permanent, integrated and ephemeral public art work in public space that is either commissioned by, or in partnership with, Horsham Rural City Council.

The development of a Public Art program and implementation of the Public Art Plan will involve the continued guidance of the Public Art Advisory Committee who will review proposals or concepts and make recommendations to Council on artwork to be commissioned.

4. PRINCIPLES

4.1 Value Statement

HRCC value the inherent social, cultural and economic value of public art. It serves to reflect an evolving culture, expresses our public histories, adds meaning and experience to our municipality and contributes toward a unique identity. Public art humanises our landscape and enlivens public space. It creates an ongoing conversation between our past, present and future; between ideas and values. Public art is free to experience while embracing and celebrating a culture of creative ideas and possibility. Public art has a role in increasing the liveability and desirability of the municipality which in turn has long term economic benefits to the region.

4.2 Vision

Public art in the Horsham municipality expresses the community's aspirations for its future based on its unique attributes, heritage and people. Public art contributes to the creation and vibrancy of public spaces for the enjoyment of residents and visitors enhancing the identity of our community and enriching the region's cultural life.

4.3 Policy Aims

Key Focus Areas	
Story Telling	1. <i>To celebrate indigenous culture within the municipality.</i>
	2. <i>Develop a sense of identity and pride in the municipality.</i>
Activation	3. <i>Integrate public art into the planning and design of Horsham Central Activities District (CAD) and other key locations in the municipality.</i>
	4. <i>Create high quality public spaces through the integration of public art, urban and landscape design.</i>
	5. <i>Support the delivery of innovative and quality contemporary public art for the municipality.</i>
Communication	6. <i>Increase the understanding and enjoyment of contemporary art by the community.</i>
Engagement	7. <i>Create engagement opportunities for social inclusion that celebrate the diversity of the community.</i>
	8. <i>To encourage the incorporation of public art within key commercial developments.</i>
Visitor Experience	9. <i>To create strong tourism outcomes through the delivery quality public art and design experiences.</i>

4.4 Realisation

These aims may be delivered through public art in a variety of forms:

- Permanent public art (signature works, landmarks, acquisition of existing art work for specific site, commemorative or monumental works, site specific art work in a public place.)
- Integrated art work (aesthetic art and design work that is embedded within signage, seating, paving, fences, urban design, landscape design, architectural design etc.)
- Ephemeral art (found in temporary art spaces or platforms such as lighting, projections, interventions and temporary installations, community engagement and place making initiatives.)

4.5 Key Public Art Priority Areas

4.5.1 The following outlines the Public Art Priority Areas in three programs

Program	Name	Overview
Program 1	Places and Spaces	Developing the sense of place and identity through informing the everyday experience of our public spaces.
Program 2	Major Public Art Commissions	Honouring our unique environment and community through commissioning public art as part of major HRCC Capital works. These works receive an annual allocation from the Council

Program	Name	Overview
		budget for the PAAC to administer.
Program 3	Integrated Aesthetic Design	Informing the aesthetic and lived experience of the municipality through embedding integrated art and design works within the project scope of future Council plans and Capital works programs. These projects would be funded from within the project Capital works budgets.

Locations that inform current Council infrastructure and planning projects, include:

- Horsham Town Hall
- Horsham North Children’s HUB
- Wimmera River Improvement Project
- Central Activities District of Horsham Railway Corridor redevelopment
- Sports Stadium

5.5.2 Work that responds to emerging Community Initiatives. Including Festivals and Events, past and present CBI initiatives at Natimuk, Dadswells Bridge, Laharum, Dooen, and the Horsham Community Plan etc.

5.5.3 Architectural iconic assets within the municipality such as Silos.

5.5.4 Horsham Entrances.

5.5.5 Key parks and gardens, bike and walking trails.

4.6 Funding Public Art

To achieve the policy aims, Council will fund public art as follows:

- Through provision in the Council budget based on an annual budget submission.
- Continue to apply for external funding for public art.
- Develop sponsorship or partnerships arrangements with local businesses or industry.
- Utilise opportunities of existing council budgets from other departments (e.g. street furniture, banners and decorations).
- Strongly encourage voluntary “Developer” contributions that include public art.

It is the policy that funds not spent in one financial year will be accumulated and stay within the Public Art Program for following years. This requirement recognises the time required for planning and implementing public art projects and in some instances the need to secure additional funds.

5. COMMUNICATION

This policy will be publically accessed on the HRCC Website and hard copies of the policy may be accessed contacting HRCC Customer Service or the Cultural Development Office.

6. RESPONSIBILITY

Policy Owner: Cultural Development Officer

7. DEFINITIONS

Definition	Meaning
Artist	<p>Providing a definition of an artist is problematic as it is not an occupation defined by a professional structure such as an architect or certified accountant.</p> <p>An artist can be a person:</p> <ul style="list-style-type: none"> • Who has specialist training within their field [not necessarily in academic institutions] and involved in the creation of art as their profession. • With high level interpretive, conceptualising and creative skills that result in the creation of artwork. • Who has demonstrated professional standing through exhibitions and commissions and is considered an artist by his or her peers.
Contemporary Art	Any artwork created today which is innovative for its time, comments on or otherwise engages with issues relevant to its time or uses materials and processes that are at the forefront of arts practice within their particular field at the time can be classed as contemporary art.
Public Art	<p>The range of forms in which public art may be realised includes and is defined as:</p> <p>Integrated Aesthetic Design - Art and design work that is embedded within signage, seating, paving, fences, urban design, landscape design, architectural design etc.</p> <p>Ephemeral Public Art - Artwork in temporary art spaces or platforms, such as lighting, projections, interventions and temporary installations, community engagement and place making initiatives.</p> <p>Permanent Public Art - Artwork in this category might include signature works, landmarks, acquisition of existing art work for specific site, commemorative or monumental works, site specific art work in a public place. All these terms relate to the fact that such works tend to be commissioned as set pieces of art in their own right. These artworks are often major commissions with significant budgets and therefore require a transparent and accountable commissioning process to ensure the best artists are considered and that due process occurs.</p>
Public Realm	The public realm can be defined as including but not limited to streets, squares, parks and spaces that are within buildings that are accessible to the general public and in the ownership of, or under the control of public authorities.

8. SUPPORTING DOCUMENTS

Document	Location
Public Art Procedure	Intranet, Website
Public Art Implementation Plan 2017-2021	Intranet, Website
Public Art Register	Website
Public Art Maintenance Register	Cultural Development Officer

9. DOCUMENT CONTROL

Version Number	Approval Date	Approval By	Amendment	Review Date
01	5 August 2013	Council	New Policy	
02	4 September 2017	Council	Reviewed	4 September 2021