

## 1. PURPOSE

*Horsham Rural City Council (HRCC) is a vibrant, liveable hub that thrives on strong economic growth and social connectedness. Empowering people to live, work and access opportunities for recreation and culture, now and into the future.*

(Community Vision - Council Plan 2021-2025)

The purpose of this policy is to provide a framework to guide the management of Council's public art. This policy has been produced to complement Council's Creative Horsham Strategy and responds to, and reflects, the Community Vision for the significance and longevity of Council's existing and future public art works.

## 2. INTRODUCTION

HRCC recognises that quality public art, integrated design and architecture can build on this Community Vision by creating a unique community identity that informs the sense of place and creates iconic branding of our municipality.

### 2.1 Background to the Policy

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. This policy was never formally adopted by the council of the day. Since then, subsequent 2013-2017 and 2017-2021 Public Art Policies were developed and adopted to reflect the evolving priorities and aspirations identified both within Council and as a result of community consultation.

### 2.2 Current Policy

Place and Space Activation and Public Art was seen as a significant impact on achieving the Community Vision and was identified as a priority within both the:

1. Community Vision as part of the current Council Plan 2021-2025,
2. Creative Horsham Strategy led by consultants Regional Arts Victoria.

## 3. SCOPE

This Public Art Policy applies across all Council departments involving project development, delivery and decision making processes within Council's delivery of its Public Art program. 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.

## 4. PRINCIPLES

### 4.1 Vision

Public Art contributes to making the Horsham region a vibrant, liveable hub that thrives on strong economic growth and social connectedness.

*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.*

## **4.2 Value Statement**

HRCC values 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.

Council's Public Art program brings art out of our Arts and Cultural venues to be experienced by community in the public realm at any time.

## **4.3 Public Art Program**

The annual Public Art Program may be delivered through 3 program areas, Community Places and Spaces, Major Public Art Commissions and Integrated Aesthetic Design through various plans and projects across Council and/or with community.

## **4.4 Public Art Principles**

The Creative Horsham Principles, *Inclusion, Innovation, Collaboration and Reconciliation* guide Public Art Programming. The meanings of these terms are further articulated within the accompanying Public Art Procedure 2023-2027.

## **4.5 Funding Public Art**

Council's commitment to public art and the public art programs is sustained through an annual budget allocation determined during the annual budget process. These funds provide for the resourcing of Council-led public art commissions, acquisitions and public art programs. Additional funding avenues may include state and federal government funding, relevant Council projects and their associated budget, sponsorship and/or partnerships and voluntary developer contributions.

## **5. COMMUNICATION**

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

## **6. RESPONSIBILITY**

**Policy Owner:** Arts Development Officer

This policy will be reviewed every four years or earlier as required by changed circumstances including changes to legislation and plans, strategies or policies of HRCC.

## 7. DEFINITIONS

Term	Meaning
<b>Artist</b>	<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"> <li>• Who has specialist training within their field [not necessarily in academic institutions] and involved in the creation of art as their profession.</li> <li>• With high-level interpretive, conceptualising and creative skills that result in the creation of artwork.</li> <li>• Who has demonstrated professional standing through exhibitions and commissions and is considered an artist by their peers.</li> </ul>
<b>Contemporary Art</b>	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.
<b>Public Art</b>	Is for the purpose of this policy defined as any permanent or temporary art object, installation or activity in the public realm excluding galleries, museums and public collecting institutions. In general, public art is sited on public land and has been purchased or is owned by a public authority.
<b>Mural Art</b>	Any publically or privately commissioned visual artwork that includes but is not limited to hand-painted, paste up, mosaic, stencil and/or spray art.
<b>Street Art</b>	Any non-commissioned visual artwork that includes but is not limited to hand-painted, paste up, stencil and/or spray art. This maybe figurative and/or word based visual artwork.
<b>Graffiti</b>	Non-commissioned and illegal tagging or offensive language/visual images. Council has a service provision role in the management of Graffiti across the municipality that involves coordination with private property owners and public land managers. It supports the instigation of Street Art and Mural Art as one strategy to deal with Graffiti.
<b>Integrated Aesthetic Design</b>	Art and design work that is embedded within signage, seating, paving, fences, urban design, landscape design, architectural design etc.
<b>Ephemeral Public Art</b>	Artwork in temporary art spaces or platforms, such as lighting, projections, interventions and temporary installations, community engagement and place making initiatives.
<b>Permanent Public Art</b>	Artwork in this category might include signature works, landmarks, acquisition of existing artwork for specific site, commemorative or monumental works, and 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.
<b>Public Realm</b>	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
Creative Horsham Strategy 2023-2027	HRCC Intranet, Council Website, Hardcopy from Council Records
Public Art Procedure	HRCC Intranet, Council Website, Hardcopy from Council Records
Public Art Register	Council Website, Council Records, Arts Development Officer, HRAG 80 Wilson St Horsham
Public Art Maintenance Register.	Kept with Arts Development Officer, HRAG 80 Wilson St Horsham

## 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
03	25 September 2023	Council	Scheduled review	25 September 2027

*It is recognised that from time-to-time circumstances may change leading to the need for minor administrative changes to Council and Administrative Policies. Where an update does not materially alter a Policy, such a change may be made administratively, without the need for formal adoption by EMT or Council. Examples include a change to the name of a Council Department/Position Title, a change to the name of a Federal or State Government Department, and a minor update to legislation which does not have a material impact. However, all changes will be noted in the document control section and version number updated.*