

ARTS GENERAL POLICY

Intent

This policy provides a framework for Council to support and encourage the arts in the Douglas Shire, creating a healthy, inclusive and vibrant community.

To provide guidelines to encourage Council to be proactive in its approach to partnerships with the private sector and communities to identify locations where public art will best contribute towards other policies and strategies such as area branding, community development and community renewal.

Scope

This policy applies to all Councillors and employers of Douglas Shire Council, including contractors, agents and volunteers. This policy may be supplemented by additional policies as appropriate.

In terms of Public Art, this policy relates to all Councillors and council officers who are engaged in the process of acquiring public art, either through commission, direct purchase or donation.

In addition, the policy serves as a guide to developers, State Government, organisations, community groups and individuals who are submitting public art projects for Council's consideration.

Reference

Douglas Shire Council Corporate Plan 2014 – 2019
Douglas Shire Council Annual Operational Plans

Provisions

This policy will assist Council determine how resources will be invested in local arts programs and strategic initiatives as well as provide guidance when assessing applications to Douglas Shire Council's funding programs or submissions to Council-led strategic initiatives such as public art.

Community feedback obtained during the development of Council's Corporate Plan 2014-2019, the regular review of Council's Regional Arts Development Fund (RADF), consultation during the development of the Arts Strategy 2017-2021 and Community Support and Events Funding Programs will be used to help identify local arts priorities.

Council is committed to supporting and encouraging the arts to enrich lives of locals and visitors alike. Applications to Council's funding programs or submissions which support strategic initiatives such as the creation of public art will be strengthened if proposals clearly articulate how projects meet the locally-identified priorities, outlined in funding guidelines, public art specifications and the policy.

Locally Identified Priorities

Theme 1 - Access

- Promote inclusiveness through accessible programs, social infrastructure and facilities to meet the needs of our diverse communities and our visitors
- Assess and improve community access to current infrastructure catering for the arts
- Facilitate increased participation in the arts across the region

Theme 2 - Support and Development

- Support and encourage a healthy, active and capable region through cultural and recreational opportunities and community wellbeing initiatives
- Support local non-profit community and cultural organisations to build their capacity

- Foster and support the role of local artists, writers and performers to encourage community vibrancy and wellbeing
- Facilitate creating connections and strengthening partnerships between likeminded community groups to achieve greater interconnectedness within the art sector
- Encourage entrepreneurship and local investment in the arts

Theme 3 - Making Place

- Embrace opportunities to work in collaboration with our communities to celebrate our successes, talents and uniqueness
- Identify and implement opportunities to create vibrancy in high profile areas in the Shire
- Celebrate and share the culture, lifestyle and diversity through community events and programs
- Embed art within civic beautification and infrastructure programs
- Support art projects which tell the region's history and heritage

Theme 4 - Recognising Heritage

- Value our cultural identity, heritage and inclusiveness
- Support projects which encourage new stories to be developed
- Increase the visibility of Indigenous culture in the Shire through public art
- Use the arts to increase awareness of Indigenous cultures

Public Art**Council will achieve a high standard of public art through:**

- The establishment of consistent and effective processes for the procurement and commissioning of public art, which are appropriate to the budget, function, social impact and expected longevity of the piece
- The implementation of a whole-of-Council approach to the commissioning of public art in the Douglas Shire ensuring the highest possible standards in both process and outcome
- The identification of opportunities for the commissioning of public art by Council, the private sector and other stakeholders - including property developers, State Government and independent organisations
- The strengthening of the Douglas Shire's cultural economy through the employment, training and provision of professional development opportunities for local artists, designers and project managers
- The provision of opportunities, through public art projects, for the celebration and interpretation of the Douglas Shire's heritage and contemporary culture for both residents and visitors.

Underlying Principles

Underlying the commissioning of public art is a set of guiding principles reflecting the key themes and commitments identified in Council's Arts Strategy. These include:

Excellence

The commissioning of artworks (of whatever scale, style or function), which embody imaginative and appropriate concepts, well executed, intelligently and appropriately sited and which will therefore stand up well to national and international comparison.

Specific to the place

Public Art reflects different aspects of the Douglas Shire and adds to the enjoyment of a particular location.

Strategically considered

The commissioning of artworks within the context of other Council objectives and plans and which measurably add value to the place; for example, by increasing its profile, by increasing the ease of the public usage, by creating a new meeting place, or by improving the quality of an old one.

Inclusion and diversity

The commissioning of public art which reflects the full range of places, interests and cultures in the Douglas Shire.

Definitions

The Australian Culture and Leisure Classifications define arts activities as “the creation, manufacturing and sale of goods and services relating to literature, radio, television, film, digital content, visual arts and crafts, design, music and performing arts”. These also include “writing, drama, playing and recording music, music composition, dance, theatre, design (including graphic and architectural design) and radio and television broadcasting.

“Culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of a society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs”. (United Nations of Educational, Scientific and Cultural Organisations (UNESCO) 2002, Universal Declaration on Cultural Diversity.)

Public Art refers to work created for public spaces by visual artists, designers and crafts workers, including collaborations with musicians, writers and other performing artists. Public artworks are generally located in public spaces, either outdoors or within buildings, but this definition excludes works which are part of a gallery, corporate or curated collections.

It includes the following opportunities:

- Commissioning of artists and designers to work collaboratively with design teams early in the design development process, to identify and implement artwork opportunities in new buildings, landscape and infrastructure developments
- Commissioning of artists and designers to create distinctive products and functional items such as lighting, paving and street furniture
- Commissioning of artists to produce either permanent site-specific works, or temporary work and installations in specified locations
- Commissioning of community cultural development workers to work with communities to produce permanent or temporary site-specific works in specified locations

Related Policies and key documents:

Douglas Shire Council Busking Policy
Douglas Shire Council Commercial Filming / Photography General Policy
Douglas Shire Council Community Engagement General Policy
Douglas Shire Council Community Support Program Grant Guidelines
Douglas Shire Council Community Support Program General Policy
Douglas Shire Council Events General Policy

Douglas Shire Council Event Funding Program Grant Guidelines
Douglas Shire Council Regional Arts Development Fund (RADF) Grant Guidelines

This policy is to remain in force until otherwise determined by Council.

Manager Responsible for Review:

Executive Officer

ADOPTED: 28/03/2017

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REVOKED/SUPERSEDED: