Public Art

Policy Objective

- To ensure the development of high-quality public art to contribute to the amenity of the town.
- To involve and collaborate with the community to build local capacity and ensure that public art projects are relevant and reflect the social, cultural, environmental and heritage values of Broome.
- To provide a framework for best practice commissioning, implementation, delivery, asset management and de-commissioning of public art within the Shire.
- To encourage the integration of public art throughout the Shire and to acknowledge the creative industries as potential economic drivers.

Management Guidelines

By the implementation of this policy the Shire of Broome aims to:

a) Focus on expression of local identity and sense of place and celebrate cultural heritage and cultural diversity.

b) Provide opportunities for the whole community to participate in the development of Broome specific public art through interpretive, cultural and community public art in public spaces.

c) Provide opportunities for engagement, employment and skills development of local artists and arts workers.

d) Promote Broome as a tourism destination through diverse and iconic destination art works that reflect and interpret Broome's contemporary cultural richness, its unique natural environment and its archaeological, cultural, pastoral and industrial heritage.

e) Provide contemporary and relevant linkages between the growing numbers of distinct precincts within the Broome town site and more widely within the Shire of Broome.

f) Attract local, state and federal funding opportunities and where public art is opportunistically achieved by definition in the public realm.

g) Integrate contemporary art with the principles of town planning and design.

h) Ensure public art is planned, delivered and managed in accordance with sound asset management, risk management and lifecycle planning principles.

i) Enhance the visual and experiential amenity of land, country, street and town scapes through diversity in public art using permanent, temporary and event-based public art.

j) Develop a model of governance and best practice relative to Public Art in a regional centre with a global focus.

k) Public artworks that incorporate Aboriginal stories, imagery, language, cultural knowledge or interpretation should be developed with appropriate consultation and endorsement from the relevant Traditional Owners and cultural knowledge holders.

Funding and Development

The Shire of Broome will implement and or commission the design, construction and installation of art works in spaces directly controlled by the Shire of Broome e.g. parks, reserves, streets, Shire buildings etc., with funding that is:

a) conditional on the annual budgeting process and the Shire's Long-Term Financial Plan, Community Strategic Plan and Corporate Business Plan;

b) as a result of contributions received under the conditions of Local Planning Policy 5.12; and/or

c) sought from external sources by Shire officers.

Private developers will ordinarily manage and implement the design, construction and installation of art works within their individual projects consistent with the Shire of Broome Public Art Master Plan and in accordance with the Shire's Provision of Public Art – LPP 5.12.

Public artworks proposed under LPP 5.12 should be supported by a Public Art Report and any associated Asset Management and Maintenance Plan required by the Shire.

Land developers will implement the design, construction and installation of public art works within their required public open space (POS) and undertake a local community involvement strategy for its conceptual design, consistent with the Shire of Broome Public Art Master Plan.

Individuals, private groups and community artists invited to apply for the purpose of producing public art will be expected to seek independent funding for the specific purpose, design, support, construction and installation of their work - where they have agreement from the Shire of Broome, regarding place, concept, form and community involvement that is consistent with the Shire of Broome Public Art Master Plan.

Decisions regarding acquisition, ownership, conservation, relocation, retention, storage and decommissioning of public art in spaces owned or managed by the Shire will be made in accordance with the Shire's governance framework and delegated authority arrangements.

Ownership and Conservation

Ownership of public art will be defined by the commissioning process and contract, and the land on which it is located. Artwork located on Shire owned or managed land will become

the property of the Shire of Broome. Artwork located on private land will be the responsibility of the private owner.

The owner will be responsible for the maintenance and conservation of the artworks from installation to the point of removal or disposal.

Prior to acceptance of any artwork onto Shire owned or managed land, consideration will be given to lifecycle costs, maintenance requirements, durability, public safety, insurance requirements and long-term asset management implications.
The Shire may require an Asset Management and Maintenance Plan as part of the assessment and acceptance process.

The Shire reserves the right to relocate, conserve, decommission or dispose of public artworks where required due to deterioration, safety concerns, redevelopment, land management requirements or other strategic considerations.

Definitions

'Public Art' can be defined as artwork located in public spaces other than supervised outdoor gallery spaces. The term public art may cover a wide range of art forms including but not limited to: permanent three-dimensional and two-dimensional works such as sculptures, murals, mosaics, entry statements and unique street furniture elements; temporary and ethereal works such as projection works, lighting, multi-media and performance based work.

'Outdoor Gallery Art' can be defined as that artwork which forms part of a collection of stand-alone artwork located in a public space, but not necessarily an integral element within that space. Outdoor Gallery Art may be works that could be moved from one site to another or may be site specific works that have been conceived for a specific site and therefore not transferable. They may also commemorate an individual or event of relevance to the location.

'Integrated Art' can be defined as artwork created by an artist that has been conceived especially for a site or building and forms part of the built environment. Integrated artwork can be considered as both an art piece in its own right but integral to the project environment and/or as artists creating functional elements of the street or landscape environment. Integrated artworks are commissioned as part of civic capital works programs such as streetscapes, parks and building projects.

'Community Art' can be defined as work resulting from a high degree of community consultation and/or participation. A community artist(s) in consultation or collaboration with members of the community may create community artwork.

'Public Realm' can be defined as including but not limited to streets, squares, parks and spaces within buildings that are accessible to the general public and in the ownership of, or under the control of Council, State Government or Commonwealth Government agencies. Spaces accessible to the general public but in private ownership are also perceived to be part of the public realm.

'Professional Artist' for the purposes of this policy, a professional artist will be defined as a person who meets at least two of the following criteria;

a) Has a university degree or minimum three-year full-time TAFE Diploma in visual arts, or when the brief calls for it, other art forms such as digital-media;

b) Has a track record of exhibiting their artwork at reputable art galleries that sell the work of professional artists;

c) Has had work purchased by major public and private collections, including (but not limited to) the Art Gallery of Western Australia, any of the university collections or Artbank;

d) Earns more than 50% of their income from arts related activities, such as teaching art or design, selling artwork or undertaking public art commissions;

e) Can produce a referenced folio of works that is of high quality and relevant to the commission.

'Art Consultant' for the purposes of this policy, an arts consultant will be defined as a person who can demonstrate the following previous experience;

a) Managing art projects and curatorial work with a working knowledge across a range of art forms, media and materials;

b) Communicating effectively with key project stakeholders;

c) Developing and working collaboratively with project teams;

d) Involving the community in collaborative processes and building the capacity of local artists;

e) Interpreting three dimensional spaces from technical drawings and to generate ideas for the integration of artwork within these spaces.

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Reviewer:	Manager Community Engagement & Projects	**Decision Maker:**	Council
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Document Management:							
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3.	22 January 2021	Desktop review and minor grammar edits.
4.	7 November 2021	Desktop review, new logo and org structure changes
5.	27 April 2023	Council Policy Review - Minute No. C/0423/011
6.	16 November 2023	Council Policy Review – Minute No. C/1123/041
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