

MAROONDAH PUBLIC ART POLICY 2015



Anna Minardo, Aquanation glass artwork during production. Due for installation, May 2015

**...major cities across the world
recognise the value of public art, not
only as a marker of our cultural
identity but also as a means to engage
with the community.**

(Australian Institute of Architects, Public Art Policy, 2009)

INDEX

Maroondah 2040: What our community said	2
1. POLICY CONTEXT	3
2. RESEARCH	4
3. DEFINITION	5
4. INTRODUCTION	6
5. CONSIDERATIONS	9
6. ACTIVITIES IMPACTED	13
7. POLICY OBJECTIVES	16
8. PRINCIPLES	17
9. RECOMMENDATION	19
10. ACTION PLAN (2015 – 2017)	19

Maroondah 2040: What our community said

The Maroondah community places significant emphasis on the importance of art as a part of their everyday lives.

Public Art is a vital part of realising the community's vision for a culturally vibrant Maroondah:

“An increase in **public art** installations and increased cafe and restaurant precincts were common suggestions to improve the vibrancy of Maroondah.”

“In 2040, Maroondah will be a creative cosmopolitan community recognised for its celebration and promotion of arts and culture. There will be a broad range of engaging entertainment options, diverse cultural activities and **the creation and display of traditional and contemporary forms of art.**”

“We would like to see ... an increase in **public art**. Neighbourhood centres need to be further activated to become vibrant destinations.”

“A vibrant and culturally rich community (will) encourage a range of temporary and permanent **public art** that celebrates the unique characteristics of Maroondah including our history, cultural diversity, environment and future aspirations.”

“Examples of priority actions (include)... showcase **public art** in all key activity centres within Maroondah.”

*(All quotes taken from Maroondah 2040: Our Future Together)



eucalyptus leaf totems Jauc du Rond April '14



Benjamin Gilbert, *Leaf Cubby*, 2012, Federation Estate, Ringwood

1. POLICY CONTEXT

This Policy has been developed with reference to a range of local and federal policies and plans including:

- Creative Australia: National Cultural Policy (Federal)
- Maroondah Planning Scheme /Municipal Strategic Statement
- Maroondah 2040 (2014)
- Maroondah Arts and Cultural Development Strategy 2014 – 2018
- Neighbourhood Character Study
- Structure and Master Plans and Urban Design documents including:
 - Ringwood Metropolitan Activity Centre Master Plan
- Maroondah Open Space Strategy
- Maroondah Community Wellbeing Plan
- Ringwood Metropolitan Activity Centre Urban Design Masterplan

2. RESEARCH

Best practice examples and benchmarks that inform this document are based on

- a survey of public art policies and strategies successfully implemented by local governments in greater Melbourne and across Australia
- a literature review
- consultation with relevant service areas and across Council
- consultation and surveying of the Maroondah arts community and general community

This policy is further informed by the cultural research associated with Maroondah 2040 and the Arts and Cultural Development Strategy, including the *Arts and Culture in Maroondah* survey, conducted in November 2013 at the Maroondah Festival which demonstrated a strong support for more public art in Maroondah and provided input on the type of art residents preferred.

Input from invited local arts practitioners has also informed this policy. In particular local artists' feedback focused on potential locations for public artworks. This feedback will inform future decision making.

A broad survey of Council staff reinforced the community feedback. It rated the current quality and scope of the City's public art as below average, indicating that there is scope for a more planned and effective approach to public art.

Key documents that informed this policy include:
Public Art, Making It Happen: Commissioning Guidelines For Local Councils, Arts SA / Local Government Association of South Australia, 2006
Keniger M. (Prof), *Art Built-in Policy Evaluation: A report prepared for the Queensland Government*, University of Queensland, 2006.



Jane Du Rand, *Leaf Totems*, Croydon Town Square, 2014

3. DEFINITION

What is Public Art?

PUBLIC ART can be described as any creative product (object, performance, multimedia intervention etc) that addresses the public realm and finds its audience among the regular users of public space.

At the broadest level this can include not just major public sculptures and artworks but also decorative embellishments to buildings and public infrastructure.

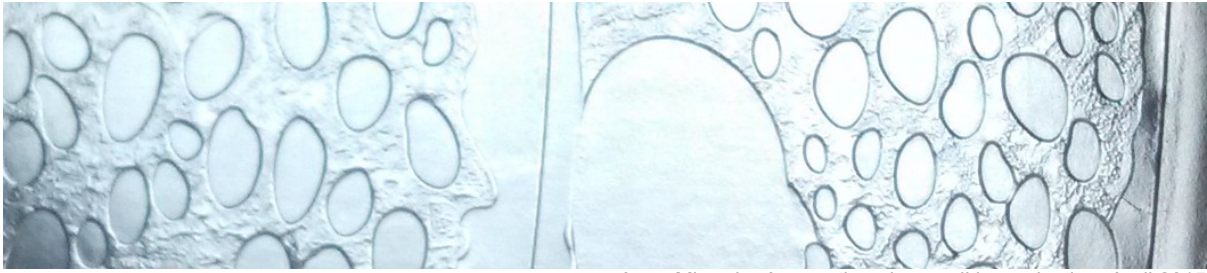
For the purpose of this Policy, public art is defined as any artwork created in, or primarily addressing, public space.

These public artworks may be either

- permanent, (such as major sculptural commissions)
- temporary and/or ephemeral (such as a chalk artwork on pavement).

In Maroondah, public artworks which are produced in part or whole, through professional art practices or which have significant social or heritage value shall be considered for inclusion in the Maroondah Public Art Collection. The Collection will be managed according to defined Collection Management Criteria, to be developed based on industry best practice for the protection and preservation of artworks.

Artworks that fall outside the criteria for inclusion within the Maroondah Public Art Collection shall be managed by as assets according to standard asset management protocols.



Anna Minardo: Aquanation glass wall in production, April 2015

4. INTRODUCTION

Public Art: Responding to a Community Vision

Maroondah 2040, Maroondah's community vision, clearly documents the desire of the Maroondah community for greater activation of public spaces and for the everyday experience of art, including through public art.

This Public Art Policy is a new policy for Maroondah. The need for the Policy was Identified as a priority in the Council Plan 2014-15. The Policy also responds to the community aspirations expressed in Maroondah 2040, and through a range of other consultation conducted for the Maroondah Arts and Cultural Development Strategy (2014-2018).

The Policy responds to the community's expectations by ensuring that Council adopts a strategic and integrated approach to the planning and delivery of new public art projects, and the management of existing public artworks.



Rod Jones & Kevin Gilder, Heritage Tree Sculptures, Federation Estate, Ringwood

Public Art in Maroondah

Maroondah currently owns and maintains a range of public art works including a small number of significant public artworks such as Benjamin Gilbert's, *Leaf Cubby* at Federation Estate, Jane du Rand's *Leaf Totems* at Croydon Civic Square and Charles Perry's *Cassini*, at Karralyka.

A new suite of major artworks by Anna Minardo are also due for installation in Aquanation during mid 2015.

In conjunction with streetscaping and landscaping works there are a number of examples of functional objects (seating etc), located in public spaces, that incorporate creative design elements, such as the stone and timber seating along the Mullum Mullum Creek Trail in Ringwood and playspace elements at Wyreena Community Arts Centre.



Lighting treatment, Larissa Underpass

The Larissa Underpass lighting project (above) is an example of a more contemporary approach where art is integrated seamlessly into the built environment.

While there are several notable examples of successful public art works in Maroondah, the scope and quality of the existing collection is modest by Australian local government standards. A number of community generated public art pieces throughout the municipality are in need of basic maintenance and lack a clear maintenance strategy.

As Maroondah has not previously had an integrated and strategic public art program, public artworks in the City have been commissioned and acquired in a somewhat ad hoc manner. In response to the clear aspirations in Maroondah 2040 for a greater emphasis on public art, the City's first permanent Public Art Officer position was established in late 2014.

Why Public Art Matters

Public art enlivens shared spaces, reflects community aspirations and contributes to a positive sense of place. It has the capacity to reinforce social, cultural and heritage values specific to the communities in which it is located. It allows for reflection about, and appreciation for, local environments.

Council's Role

Over recent decades there has been an increased focus on the value of public art to local communities. Along with this there has also been the development of more professional public art practices and processes to best manage this valuable resource. As a land manager, community service provider, planning authority and in its civic and democratic capacities, local government is a primary driver of public art activity. At Maroondah the Arts and Cultural Development Team retain particular expertise in public art management to ensure the City's public artworks are properly managed and maintained.



Yarn Garden, temporary community project, Croydon Civic Square, 2013

5. CONSIDERATIONS

In framing the Public Art Policy, a number of specific factors have been taken into account. These considerations indicate the main practical and theoretical issues which this Policy considers.

Major considerations, discussed briefly below, are:-

- Valuing Public Art
- Maximising Public Art Opportunities through
 - Strategic and integrated planning
 - Developer contributions or similar
 - Capital works allocations
 - Activity Centres and Open Space
- Community engagement
- Community art
- Street art
- Intellectual property & artists' rights
- Risk
- Heritage
- Physically integrated artworks

5.1. Valuing Public Art

Public art collections have both a financial and a community value.

As financial assets they exist within an asset management framework. However, as art works they also often have distinct and specific maintenance requirements and their value will be influenced by a number of factors including shifts in public taste and the art market.

As community assets, public artworks have intrinsic value based on their contribution to the experience of public space and the way that they reflect and represent local heritage and the social and cultural aspirations of the community over time.



Charles O. Perry's, *Cassini* at Karralyka (photo: Harry Seidler & Associates)

5.2. Maximising Public Art Opportunities

As well as ensuring the proper maintenance and management of public art projects and the public art collection, this Policy considers how Council can best identify and act upon strategic opportunities for better public art outcomes. In particular, opportunities exist in regard to a number of existing areas of Council activity:

5.2.1. Strategic and Integrated Planning

Where public art is taken into account during the early stages of Master planning and urban design processes, public art outcomes are often better integrated, more efficient to manage, and often cheaper to deliver.

5.2.2. Developer Contributions or Similar

There are a number of mandated and voluntary developer contribution schemes used to provide public art at a local government level. Integration of public art outcomes within the Maroondah planning scheme, the Municipal Strategic Statement (MSS) etc, have the potential to extend the scope and quality of Maroondah's public art. Even without the adoption of formal contribution mechanisms, opportunities to negotiate public art outcomes with private developers should be pursued.

5.2.3. Capital Works Allocations

Likewise, the integration of public art elements into major civic capital works, through a prescribed public art contribution, has been a very successful strategy in a number of local government contexts in Australia and overseas. Public art elements should be included in both new works and renewal projects in order to enliven public spaces and reinforce civic connections.

The heritage protection of public art assets against accidental or inadvertent removal or damage associated with works (including by contractors) should also be a priority during works programs associated with existing artworks.



Frog details in production, from Jane Du Rand's *Leaf Totems*, Croydon, 2014

5.2.4. Activity Centres and Open Space

Planning for important activity centres and open spaces present opportunities, including the potential involvement of traders, residents, visitors, land users and other stakeholders through the development of public art projects associated with the activation of recreational and activity hubs within Maroondah. Ongoing consideration of public art opportunities associated with the RMAC (Ringwood Metropolitan Activity Centre) is an important element in the activation and revitalisation of this significant activity centre.

The integration of public art in the Open Space Strategy also supports important opportunities to increase the scope and effectiveness of Maroondah's public art collection.

5.3. Community Engagement

Models exist for a number of levels of community engagement within local government public art programs. Common to all of these models is the desire to ensure that public art collections represent and reflect the aspirations of their communities. Successful community engagement ensures that public art projects contribute to and reinforce broader 'place making' outcomes.

5.4. Community Art

The term, "community art" refers to a range of creative arts practices which involve community participation - from design through to the actual creation of art works in public spaces. Appropriate management and maintenance of these projects and artworks is an important consideration for local government.

5.5. Heritage

Celebration of local heritage can be an important function of local public art programs. There is scope for greater use of public art in Maroondah to celebrate Indigenous, European settlement and recent heritage at key sites.

5.6. Street Art

Associated with the issue of graffiti management is the emerging popularity of public artworks in the form of sanctioned street art. Proactive approaches to street art, based on engagement and mentoring within communities of artists, can contribute to positive impacts on graffiti management, greater engagement with young people, increased perceptions of safety in public spaces, and the attractiveness and amenity of public spaces.

Sanctioned street art style artworks are often created by small businesses and private landowners.



Ringwood RSL, Clocktower Rail Bridge Mural, Ringwood, Brad Colling, 2015

5.7. Intellectual Property & Artists' Rights

Effective management of public artworks requires acknowledgement of ongoing obligations towards artists responsible for the creation of the works.

5.8. Risk

As with all significant assets in public environments, public artworks present a number of potential risks which should be mitigated through the maintenance of protocols for the planning and commissioning of artworks.

5.9. Physically Integrated Artworks

Integration of public art within built forms in public space is increasingly common and offers a number of advantages including cost savings where, for instance, art elements replace previously costed architectural elements. For best results, the integration of public art elements needs to be considered through the input of public art expertise at the earliest possible stage of the planning and design processes.

6. ACTIVITIES IMPACTED

A range of activities of Council are, or will be, impacted in some way by this Policy. They include the following activities, discussed in more detail below:

- Commissioning of new artworks
 - Collection development
 - Collection management
 - Asset management
 - Promotion and programming
 - Strategic planning
 - Statutory planning
 - Cultural and community development
 - Community liaison
-
- **Commissioning**
Commissioning of new public artworks including the design of artist's briefs, advertising, procurement and contracting.
 - **Collection Development**
Development of all aspects of the Maroondah Public Art Collection including its formalisation around an agreed Collection Management Framework, the acquisition of new artworks and the de-accession and disposal of artworks which are no longer required.

- **Collection Management**
Maintenance and management of artworks in the Maroondah Public Art Collection.
- **Asset Management**
Collection management protocols seamlessly integrated with asset management processes, procedures and tools. Management and maintenance of community art in public spaces.
- **Promotion and Programming**
The creation of public information about and events and activities which engage with Maroondah's public artworks including educational, social, cultural and community programs. Also the internal promotion of activities within Council.
- **Strategic Planning**
Including integration of public art within urban planning and design processes and activity centre planning.
- **Statutory Planning**
Including integration of public art into statutory planning processes.
- **Cultural and Community Development**
Public art projects can function as excellent engagement tools and are often created in a Community Cultural Development (CCD) context. CCD refers to the deep engagement of communities through active involvement in arts activities designed to achieve both creative outcomes and community and individual experiences for participants.
- **Community Liaison**
An increased number of public art inquiries are anticipated. Maroondah Arts and Cultural Development will provide support and advice to local citizens, community groups and landholders in regard to achieving the best public art outcomes in Maroondah, wherever opportunities arise.



Artist Dean Bowen, with stonemasons and *Boy with Owl and Playful Echidnas*, Glen Park Playspace

7. POLICY OBJECTIVES

- 7.1. Maroondah's public art collection will grow to reflect and represent the community's aspirations for a vibrant and culturally rich community.**
- 7.2. By locating art in public spaces Maroondah will increase access to high quality creative experiences for the whole community.**
- 7.3. Council will implement best practice methodologies for protecting Council's public art assets.**
- 7.4. Council will continuously identify opportunities to enhance value and improve outcomes from Maroondah's public art through programming and promotion.**
- 7.5. Opportunities to embed public art outcomes within Strategic planning documents and processes will be identified and implemented.**
- 7.6. Opportunities to enhance public art outcomes through the planning scheme, including reviews of the Municipal Strategic Statement, will be investigated and implemented where feasible.**
- 7.7. Maroondah's public art will enhance community engagement and contribute to positive cultural development outcomes for the community.**
- 7.8. Maroondah's public art will enliven the City's local and major activity centres**



Benjamin Gilbert, *Leaf Cubby*, 2012, (installation view) Federation Estate, Ringwood

8. PRINCIPLES

8.1. PRINCIPLES FOR THE COMMISSIONING AND PROJECT MANAGEMENT OF NEW PUBLIC ARTWORKS IN MAROONDAH

- 8.1.1. Public art in Maroondah will be commissioned according to industry best practice including
 - Clear documentation
 - Transparent and equitable selection processes
 - Identifiable project outcomes
 - Documented project evaluation
- 8.1.2. Artists' briefs, contracts and other key documents associated with the commissioning of public artworks will clearly establish the roles and responsibilities of Council, artists and other partners including in regard to the maintenance of artworks, the period the artwork will be maintained on site and protocols for the removal and/or disposal of artwork if, and when, required.
- 8.1.3. Artists Rights will be protected throughout Maroondah's public art commissioning processes, and the contribution of artists will be properly acknowledged and celebrated. Artists Rights include
 - Maintenance of artworks, and their locations, consistent with the original intentions of the artist
 - Respect for intellectual property associated with artworks
- 8.1.4. Appropriate acknowledgement will be given to artists, including on labelling and signage, in reproductions (print and on line), and in association with images which incorporate the artwork wherever feasible
- 8.1.5. Artists will be consulted in regard to any decision that might affect their artwork, including alteration of the site of the artwork
- 8.1.6. There will be no alteration to, or removal of, an artwork, outside the conditions of the contract, without prior engagement with the artist (where feasibly contactable)
- 8.1.7. Wherever opportunities exist, public art will be integrated into the planning for new City assets and the renewal of existing assets.



Yarn Garden, temporary community project, (detail), Croydon Civic Square, 2013

8.2. PRINCIPLES FOR THE MANAGEMENT OF MAROONDAH'S PUBLIC ARTWORKS

- 8.2.1. Management of Maroondah's public art protects both the monetary and community value of public art assets

- 8.2.2. The Maroondah Public Art Collection manages primary public art assets (those created by artists or with significant cultural or heritage value) according to industry standards and best practice for the conservation of artworks and for the acquisition and disposal of artworks as required.
Best practice includes:
- Regular and ongoing documented condition reporting
 - Maintenance of artworks by experienced fine art conservators and/or materials specialists in collaboration with artists
 - Maintenance of detailed records of collection assets in formats that allow that information to be easily searched, shared and disseminated
- 8.2.3. Management of the Maroondah Public Art Collection is integrated with the asset management and identification processes adopted by council. The public art collection is managed by the Arts and Cultural Development Team and informed by ongoing involvement in the arts and culture sector.
- 8.2.4. Public art elements not falling within the defined collection criteria for the Maroondah Public Art Collection continue to be properly managed according to the City's asset management systems, with responsibility for maintenance and management identified accordingly.
- 8.2.5. The Arts and Cultural Development Team retains expertise in public art management and shall be consulted in regard to the planning of any project involving a public art element in order to ensure best practices are applied and to maximise the quality and effectiveness of art projects in the public realm.
- 8.2.6. Council adopts best practice methodologies for protecting public art assets.

8.3. PRINCIPLES FOR MAXIMISING PUBLIC ART OPPORTUNITIES AND OUTCOMES IN MAROONDAH

- 8.3.1. Opportunities to leverage funds and practical opportunities for the acquisition of new public artworks in Maroondah are continuously and actively pursued.
- 8.3.2. A provision for public artwork is made whenever new facilities and infrastructure are planned.
- 8.3.3. Council enhances the value and improves outcomes from Maroondah's public art through active programming and promotion.
- 8.3.4. Council actively pursues opportunities to embed public art outcomes within Strategic planning documents and processes.
- 8.3.5. Council will identify and pursue opportunities to enhance public art outcomes through planning scheme mechanisms such as mandated developer contributions.
- 8.3.6. Council actively pursues opportunities for public art to enhance community engagement and cultural development outcomes for the Maroondah community.

9. RECOMMENDATION

- 9.1.** It is recommended that the implementation of this Policy is supported through the Action Plan (10.) and through other ongoing actions in accordance with the stated Principles and Objectives of this Policy
- 9.2.** Any new public art funded by council will require approval by council

10. ACTION PLAN (2015 – 2017)

- 10.1.** Identify the current value, condition and status of all public art assets in Maroondah.
- 10.2.** Formalise the Maroondah Public Art Collection including the creation and adoption of a collection management strategy that sets out selection/inclusion criteria and processes for the acquisition, deaccession and maintenance of works in the collection.
- 10.3.** Map locations of existing public artworks and identify key sites for consideration for future public artworks in Maroondah.
- 10.4.** Initiate analysis of the potential to utilise provisions of the planning scheme (either existing or amended) to enhance public art outcomes in Maroondah.
- 10.5.** Develop protocols towards the inclusion of public art associated with capital expenditure on asset renewal.
- 10.6.** Develop a comprehensive street art strategy in conjunction with Youth Services, and other internal and external stakeholders.
- 10.7.** Review and address any risk issues (if identified) associated with existing public artworks.
- 10.8.** Conduct an audit and review of the state of repair and maintenance or rectification (including removal) requirements of community artworks including murals and mosaic treatments in public spaces
- 10.9.** Review and report on the implementation and progress of the Public Art Policy and the recommendations it contains (every 2 yrs).



Betsy, created by artists Liezel van der Linde and Claire Sunderland (Wyreena, 2014)