

PUBLIC ART ACTION PLAN 2020 - 2024

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APPROVALS

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APPROVED BY THE DIRECTOR	Director Planning, Environment and Community Services		
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POLICY REFERENCE NUMBER	PECS-POL-075		

PUBLIC ART ACTION PLAN 2020 - 2024

AIM

The Public Art Action Plan 2020-2024 aims to:

- Provide a framework for Council planning and decision making in relation to the funding, acquisition, maintenance and deaccessioning of public art.
- Promote the integration of public art into Council's capital works programs/projects.
- Provide recommendations for Council's management and maintenance of public art.
- Define priority themes for public art in the Isaac region.

SCOPE

The Public Art Action Plan 2020-2024 focuses on development, procurement, acquisition and construction of public art in the public domain including, but not limited to: public buildings and spaces, sporting, recreation and cultural facilities, and open spaces including streets, parks, gardens, and foreshores.

DEFINITIONS

TERM	MEANING
IRC/Council	Isaac Regional Council
Culture	The characteristic features of everyday life shared by a community in a place and time.
Public Art	Artworks installed in public places that may be permanent, temporary or ephemeral and can be represented in a range of artforms (e.g. sculpture, installation, projection, performance).
RADF	Regional Arts Development Fund

ROLES & RESPONSIBILITIES

Manager Engaged Communities and Manager Community Engagement, Programs and Events

- Development and implementation of the Public Art Policy and Public Art Action Plan 2020-2024.
- Development of budgets to support the Public Art Policy and Arts and Public Art Action Plan 2020-2024.
- Development of the Public Art Guidelines.
- Member of the Isaac Arts and Cultural Advisory Committee.

Arts and Cultural Programs Officer

- Principal community contact for all matters related to the Arts and Cultural Policy and Action Plan, Public Art Policy and Action Plan, and the Regional Arts Development Fund.

- Isaac Arts and Cultural Advisory Committee liaison and administration.
- Community Liaison.
- Support for artists, arts workers/organisations and networks.

Isaac Arts and Cultural Advisory Committee

Contribute to the implementation of the Public Art Policy and Public Art Action Plan 2020-2024 by:

- Recommending themes for public art projects with written rationales, informed by site assessments and community consultation.
- Providing cultural, artistic and design advice.
- Appraising proposals for public art projects.
- Participating in the appraisal of public art tenders and making recommendations to Council.

THE ROLE OF PUBLIC ART IN COMMUNITIES

Public art should always be connected to the place in which it exists. Public art projects should be seen as an opportunity to enhance our built and natural environments, honour our people, celebrate our places, and tell the stories of the region.

Public Art can deliver social, economic and cultural benefits by:

- helping to define a place and creating a sense of cultural and community identity.
- providing a vehicle for the sharing of ideas, stories and memories.
- enhancing the aesthetic in natural and built environments.
- providing opportunities for artists to work.
- providing professional development opportunities for artists to work with other artists, designers, architects, town planners, engineers, fabricators and Local Government.
- creating avenues for community participation in the arts.
- contributing to cultural tourism by enhancing visitor experiences of a place or event.

TYPES OF PUBLIC ART

Public art can be represented in various forms including:

- Permanent artworks created for specific locations, usually free standing and three dimensional.
- Temporary artworks installed in a public space, for a specific purpose or event.
- Ephemeral artworks, art that is made not to last, can include performance art.
- Integrated art works in the built environment including architecture, streetscapes and landscaping.
- Applied art works, applied to interior or exterior surfaces eg. Paintings, murals, tapestries.

Examples of the different types of art forms that are considered public art include:

- Earthworks or landscape design

- Furniture
- Street Art
- Installations - sound and light
- Murals
- Mosaics, tiles or paving integrated into pathways
- New media including projections or interactive technology
- Performance
- Sculpture
- Stained glass

ALIGNMENT WITH COUNCIL PLANS

Public Art projects should be seen as an opportunity to support a range of identified Council priorities, therefore Council's strategic documents should always be considered when developing proposals for public art projects. Alignment with these documents also provides a solid argument for gaining support, funding and resources for public art projects:

- Council's Vision, Mission and Values.
- Community Strategic Plan, Isaac 2035
- Isaac Regional Council Corporate Plan, Isaac 2020
- Arts and Cultural Policy, CORP-POL-031
- Arts and Cultural Action Plan 2018-2022
- Regional Arts Development Fund Applicant Guidelines
- Business Support Strategy 2019-2024
- Isaac Tourism Strategy 2019-2024

GOALS AND ACTIONS

GOAL 1: Connect to our Communities

Objective 1:

The Isaac Arts and Cultural Advisory Committee will advise Council on the implementation of the Public Art Policy and Action Plan 2019- 2023.

G1: Inform, collaborate with and facilitate the empowerment of the community and community groups to make local decisions through effective promotion, communication and engagement.

Action

1.1.1	Recruit appropriately skilled members for the Isaac Arts and Cultural Advisory Committee.
1.1.2	Provide a corporate and committee induction and ongoing training and support to members of the Isaac Arts and Cultural Advisory Committee.

1.1.3	Appoint representatives from the Liveability and Sustainability, Engineering and Infrastructure, Workplace Health and Safety and Engaged Communities and Economy and Prosperity Teams to collaborate with the Isaac Arts and Cultural Advisory Committee as required.
1.1.4	Implement governance practices that ensure compliance with the <i>Local Government Act 2009</i> and the <i>Public Sector Ethics Act 1994</i> .

Objective 2:

Encourage local artists and arts and cultural organisations to participate in the development of public art projects.

C3: Facilitate and encourage strategic partnerships that enable self-sustainable community associations and volunteer groups to pursue their diverse aspirations yet come together to tackle common opportunities and challenges.

1.2.1	<p>Develop Public Art Guidelines:</p> <ul style="list-style-type: none"> Document Council's processes for the development, commissioning, acquisition, maintenance, and de-accessioning of public art in the Isaac region. Develop a selection criteria and matrix for the assessment of proposed public art projects.
1.2.2	<p>Encourage arts groups/organisations with capacity to submit public art concepts to the Isaac Arts and Cultural Advisory Committee for consideration and recommendations to Council.</p> <ul style="list-style-type: none"> Provide these groups/organisations with support to seek funding and resources for accepted projects.

Objective 3:

Strive for artistic quality in balance with community engagement and participation.

G1: Inform, collaborate with and facilitate the empowerment of the community and community groups to make local decisions through effective promotion, communication and engagement.

Action

1.3.1	<p>Ensure evaluation methodologies for public art projects include indicators for social, cultural and economic outcomes/benefits.</p> <ul style="list-style-type: none"> Embed evaluation processes in each project to capture information from the artist, participants and the community about the impact of the project: building a body of evidence for the support of future public art projects. Promote the outcomes of public art projects.
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1.3.2	Engage artists that have the skills and capacity to deliver both quality art and quality community engagement and participation.
1.3.3	All public art proposals must provide evidence of community engagement/consultation.

GOAL 2: Create meaningful public spaces.

Objective 1

Enhance our built and natural environments and the community's engagement with public spaces through public art.

I3: Provide and maintain a network of parks, open spaces and natural features to support the community's quality of life.

Action

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| 2.1.1 | Work with Council, the Community Facilities, Corporate Properties, Liveability and Sustainability, and Parks and Gardens teams to: <ul style="list-style-type: none">Identify locations within the Isaac region suitable for public art projects.Ensure projects sponsored by Council are adequately funded to ensure the use of quality materials, maintenance programs and future restorations. |
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Objective 2:

Ensure that Council integrates the Public Art Policy into its decision making processes for future development and planning.

C4: Undertake programs to promote liveability (Including urban design and affordable housing), health and wellbeing and community safety across the region.

Action

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| 2.2.1 | Conduct an annual review of the capital works program with the aim of identifying opportunities to integrate public art into infrastructure projects. |
| 2.2.2 | Allocate 1.0% of the value of relevant/nominated new and upgrade capital works budget towards public art projects each financial year. |

2.2.3	Identify opportunities for non-Council development applications to be required to incorporate public art in line with the Public Art Policy and Guidelines and this Action Plan
2.2.4	All public art works accepted by Council will be included on Council's Asset Register. <ul style="list-style-type: none"> • New works entering the collection will be accompanied by a legal document transferring Title with full ownership rights to Isaac Regional Council. • Isaac Regional Council will have exclusive copyright licence of any public artwork, whilst acknowledging the intellectual and moral rights of the artist/s. • Maintenance and deaccessioning schedules for public art will be developed and funded through a capital works program.
2.2.5	Public art donated to Council must meet the selection criteria set out in the Public Art Policy and should be assessed by the Isaac Arts and Cultural Advisory Committee.
2.2.6	All public art projects are required to include the installation of site plaques/signage that: <ul style="list-style-type: none"> • identifies the artist/s • identifies the funding body • details any significant information on the project.
2.2.7	All Council initiated public art projects will incorporate crime prevention technologies/methodologies.
2.2.8	Council will undertake an annual public art review and report: <ul style="list-style-type: none"> • Updates to Asset Register • Evaluations • Deaccessions

GOAL 3: Commemorate our past.

Objective 1

Prioritise public art projects that recognise and celebrate local indigenous heritage and living culture.

C5: Promote programs that celebrate the uniqueness and diversity of our communities including appropriate recognition of our Indigenous communities.

Action

3.1	Prioritise public art projects that identify/recognise and celebrate the indigenous people of the Isaac region. <ul style="list-style-type: none"> • Ensure authenticity of proposed projects through engagement with recognised representatives of the indigenous groups. • Ensure authenticity by engaging indigenous artists affiliated with the local indigenous groups/cultures.
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Objective 2

Prioritise public art projects that showcase local stories.

C5: Promote programs that celebrate the uniqueness and diversity of our communities including appropriate recognition of our Indigenous communities.

Action

3.2.1	Support public art projects that identify/promote/interpret the region's historically and culturally significant bygone communities, such as: <ul style="list-style-type: none"> • Copperfield • Blair Athol • Mount Britton
3.2.2	Support public art projects that identify/promote/interpret the development, history and connections of the region's historically significant towns, such as: <ul style="list-style-type: none"> • Clermont • Nebo • St Lawrence
3.2.3	Support public art projects that identify/promote/interpret the development and history of the region's resource communities: <ul style="list-style-type: none"> • Dysart • Middlemount • Moranbah • Glenden
3.2.4	Support public art projects that identify/promote/interpret the development of industry in the Isaac region.
3.2.5	Partner with the stakeholders to identify/develop/fund industry based public art installations and public art trails.

GOAL 4: Celebrate our heroes, environment, and way of life.

Objective 1

Prioritise public art projects that contribute to a sense of place and identity.

C5: Promote programs that celebrate the uniqueness and diversity of our communities including appropriate recognition of our Indigenous communities

Action

4.1.1	Support public art projects that identify/promote/interpret historically significant figures
4.1.2	Support public art projects that collect, document, interpret and tell the everyday stories of people living and working in the Isaac region.
4.1.3	Support public art projects that identify/promote/interpret the regions significant natural environment.

GOAL 5: Cultivate our local artists, creative industries, and cultural tourism.

Objective 1:

Ensure that public art projects provide economic opportunities for local artists and creative industries (arts related professionals, engineers, architects, landscapers, fabricators).

EC3: Identify opportunities for economic development through strategic analysis of regional resources and the provision of planning and policies that support sustainable economic development.

Action

5.1	Ensure all IRC funded public art projects provide/include developmental opportunities for the region's arts sector. <ul style="list-style-type: none">• Where possible, embed workshops or mentorships for local artists with the project's lead artists into the project plan.• Ensure artists are remunerated according to award or market rates and that copyright conditions are respected.
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Objective 2:
Build partnerships with industry/business/community partners to invest into public art projects.

EC2: Proactively engage with and support all industry sectors, commerce and government to foster constructive partnerships to support and promote ongoing economic vitality.

Action

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| 5.2.1 | Create a budget for each IRC funded/initiated public art project that details potential areas for external in-kind support and/or financial contributions. <ul style="list-style-type: none">Identify potential partnerships for IRC funded public art projects |
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Objective 3
Work with the tourism sector to promote public art experiences in the Isaac region.

EC5: Promote and advocate for the region and our diverse range of industries, to attract people to live, invest in and visit the region.

Action

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| 5.3.1 | Develop an interpretive signage brand for public art and heritage sites in the region.
(Arts and Cultural Policy and Action Plan 2018-2022) |
| 5.3.2 | Develop links between significant places across the region through heritage and public art trails.
(Arts and Cultural Policy and Action Plan 2018-2022) |
| 5.3.3 | Develop and produce crafted maps, guides, and other collateral to guide visitors through the region.
(Isaac Tourism Strategy 2019-2024) |

REFERENCES AND RELATED DOCUMENTS

DOCUMENT ID/NAME

TYPE	DOCUMENT ID/NAME
POLICY	Community Strategic Plan Isaac 2035
POLICY	5 Year Corporate Plan- Isaac 2020
POLICY	IRC Arts and Cultural Policy
STRATEGY	IRC Arts and Cultural Action Plan 2018 -2022
POLICY	IRC Public Art Policy
TERMS OF REFERENCE	Isaac Arts and Cultural Advisory Committee
REFERENCE	Australia Council for the Arts, Protocols for Producing Indigenous Australian Visual Arts. www.australiacouncil.gov.au

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ACCESSING FUNDING AND RESOURCES

There are a range of resources that IRC and its community partners can leverage to support the implementation of projects and programs.

FUNDING

The following are some of the funding resources available for arts and cultural activity in Isaac Region beyond the Regional Arts Development Fund program that the Council currently invests in. Some of these Council is eligible to apply to and for others a local organisation will need to apply dependent on eligibility.

- Arts Queensland - <https://www.arts.qld.gov.au/aq-funding/funding>
- Tourism and Events Queensland - <https://teq.queensland.com/events/events-support>
- Australia Council for the Arts - <http://www.australiacouncil.gov.au/funding/>
- Regional Arts Fund - <http://www.arts.qld.gov.au/aq-funding/6170-regional-arts-fund>
- Festivals Australia - <https://www.arts.gov.au/funding-and-support/festivals-australia>
- Foundation for Rural and Regional Renewal - https://www.frrr.org.au/cb_pages/different_grants_for_different_needs_new.php
- Gambling Community Benefit Fund - <http://www.justice.qld.gov.au/corporate/sponsorships-and-grants/grants/community-benefit-funding-programs>

SPONSORSHIP AND FUNDRAISING

Creative Partnerships Australia offer a range of workshops and resources to create successful sponsorship proposals and fundraising campaigns for the arts. State managers provide expert advice on philanthropy, fundraising and development, and securing investment and partnerships.

<https://www.creativepartnershipsaustralia.org.au/people/state-manager-qld/>

STATE AND NATIONAL ARTFORM AND SERVICE ORGANISATIONS

There are many organisations in Australia that are willing to partner with regional communities to assist in building skills and developing projects that engage local communities. A good starting place to find organisations that might match projects is the funded organisation lists through Arts Queensland and Australia Council for the Arts. This is by no means a comprehensive list, but it is a starting point for research in finding the right match for projects.

<https://www.qld.gov.au/recreation/arts/funding/organisations/fund> - previous recipient list

<http://www.australiacouncil.gov.au/programs-and-resources/list-of-key-organisations/>

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TOOLS

A range of valuable tools is available through Arts Queensland's Arts Acumen Resources on their website. This includes marketing and promotion, entrepreneurship, partnerships and philanthropy, evaluation and reporting, governance and application writing.

<https://www.arts.qld.gov.au/arts-acumen/resources>