



PUBLIC ART PROCEDURE P4.0259.2

PUBLIC ART PROCEDURE

DIVISION: Sport, Community and Activation

BRANCH: Economic Development and Activation

CATEGORY: 3

PART 1 – INTRODUCTION

1. BACKGROUND

- 1.1 Council's Public Art Policy provides a framework for integrating art and design in the public domain. Public art plays an integral role in expressing and valuing Camden's natural, cultural and urban heritage.

2. OBJECTIVE

- 2.1 To support the implementation of Council's Public Art Policy to ensure a coordinated and strategic procedure in the planning, development, management and maintenance of public art.
- 2.2 To facilitate the provision of public art within the Camden Local Government Area (LGA).

3. SCOPE

- 3.1 This procedure applies to public art projects that are commissioned by Council or projects commissioned, acquired, purchased, donated or otherwise provided by developers or under a Voluntary Planning Agreement (VPA).
- 3.2 This procedure applies to relevant Council Officers involved in the design, management, and maintenance of public art, and supporting community engagement on public art projects.
- 3.3 This procedure applies to Council's teams, including, but not limited to, Capital Works, Landscape Design, Asset Management, and Economic Development and Activation.
- 3.4 The Public Art Policy aligns with Council's Community Strategic Plan and the DCP and LEP for Camden.
- 3.5 This procedure is supported by the Public Art Policy.

4. DEFINITIONS

- 4.1 **Public art** means any artistic work, designed and created by professional arts practitioners for the public domain. It is defined in the broadest sense as artistic work or activity accessible to the public. The work may be of temporary or permanent nature and may be located in or be part of public open space, building or facility, including facade elements provided by either the public or private sector. It does not include commemorative works such as memorials or plaques.

- 4.2 **Invited tender** refers to identifying suitable professional public artists for the specific context, budget, scale and nature of the work required. This should involve selection of a minimum of three artists to develop concept proposals for a concept fee and a selection of the successful artist
- 4.3 **Open tender** means the competitive public art procurement procedure used for acquiring services. It is executed in accordance with established procedures set out in the Purchase and Procurement Policy.
- 4.4 **Open competition** means the process where Council through public advertisement invites artist expressions of interest (EOI) as proposals for public art works. From submissions, a short list is selected and further assessment undertaken. Once decided, the selected artist is awarded a cash prize.

PART 2 – PROCEDURE STATEMENT

5. DEVELOPMENT & DELIVERY OF PUBLIC ART

5.1 Request for public art:

- Request by Council or external stakeholder (i.e private developer or community group) made, or opportunity identified, for public art and proposal of a site.
- Project scope and Council's role established clearly identifying completed work ownership and ongoing maintenance proposal.

5.2 Project brief and budget:

- Project brief established identifying key stakeholders, developed within Council's Project Management Framework (PMF).
- Asset Management Requirements outlined within the Artist Project Brief identifying maintenance, condition report and valuation.
- Community engagement process established with strategies determined for identified target group engagement.
- Project scope, scale and budget established. Project delivery framework and Project Manager (either internal and external) confirmed.
- On public artwork commissioned by Council, the appointed Project Manager will manage implementation.
- On public art commissioned by external developers, the developer's appointed Project Manager will liaise with Council's appointed Project Representative. The design brief and proposed costing are to be provided to the Project Representative for review.
- A reference group of Council Officers will be established, as required, to work with developers throughout the project.

- A suite of public art works may require the development of a public art strategy, including design concepts submitted by the developer to Council

5.3 Site visit:

- Following a site visit, the proposed location of artwork is confirmed. Site assessment, contextual photographs and project specifications are required and will form part of the artist brief.
- A site risk assessment is required with review by Council's Safety and Risk Branch.

5.4 The artist brief and expression of interest process will be undertaken as follows:

- Scale and budget of project confirmed.
- Asset maintenance schedule requirements confirmed.
- Closing date for submissions confirmed.
- Distribution of scope will align with preferred procurement method per Council's Purchase and Procurement Guidelines relating to:
 - Invited tender, or
 - Open tender, or
 - Open competitive market.
- Artist Agreement prepared with consideration for project scope, site assessment and other project specifications.

6. SELECTION OF ARTIST

6.1 Selection and approval of artist will be undertaken as follows:

- EOI review – submissions will be screened for eligibility according to project brief and criteria by Project Manager and relevant Council officers.
- Artist proposed Asset Maintenance Schedule screened by Project Manager and relevant Council officers.
- Assessment and evaluation by Project Manager, relevant Council officers and stakeholders (as required).
- Shortlisted eligible proposals recommended presented for approval.
- Selected artist approved.
- Project schedule, deliverables and budget confirmed with artist and approval given to undertake full design.
- Artist Agreement updated with consideration for project schedule, deliverables and budget confirmed with artist and approval given to undertake full design.
- Artist Agreement executed between artist and Council.

7. FABRICATION & COUNCIL APPROVAL

7.1 Fabrication and Council approval of public art will be undertaken as follows:

- Commissioned artist undertakes fabrication and installation process in consultation with Project Manager, providing stagegate updates.
- Project delivery, review and approval is overseen by Project Manager.

8. FINAL APPROVAL & DOCUMENTATION

8.1 Final approval and documentation of commissioned public art will be undertaken as follows:

- Artist and Project Manager complete handover condition report following installation.
- Project Manager approval and sign off with artist is completed.
- Asset Management maintenance proposal submitted by artist to Project Manager. Imported and communicated to relevant Council Departments including Claims and Risk Officer to complete the new asset form.
- Certification, approval and hand over is completed transferring ownership to Council.
- Valuation of artwork completed.
- Documentation is lodged on Council's Public Art Asset Register.
- Work listed on Council's Public Collection Register.
- Record of asset including photo documentation is recorded on Council's Conquest Asset System in consultation and coordination with Council's Asset Team and relevant Council officers.

9. REVIEW

9.1 This procedure will be reviewed every three years with ongoing monitoring to inform future decision making on public art.

RELEVANT LEGISLATIVE INSTRUMENTS: NIL

RELATED POLICIES, PLANS AND PROCEDURES:

Community Strategic Plan (CSP) 2036
Capital Works Program 2022-2036
Camden Local Environmental Plan (LEP)
2020
Camden Development Control Plan
(DCP) 2019
Leppington Development Control Plan
2022
Cultural Activation Strategy 2022 - 2026
Public Art Policy P4.0096.2

RESPONSIBLE DIRECTOR:

Director Sport, Community and Activation

APPROVAL:

General Manager through the Executive
Leadership Group.

HISTORY:

Version	Approved by	Changes made	Date	EDMS Number
1	ELG	New	13/06/2019	19/390686
2	ELG	Minor amendments	18/08/2022	19/390686