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Waverley Council Public Art Policy

Adopted March 2014

1. Vision

The Waverley local government area will have an engaging public art program that responds to place, aspires to international excellence, and is a source of pride for the local community.

2. Context and Definitions

Public Art plays a powerful role in Waverley. It engages and promotes dialogue across the community, attracts economic benefit, connects artists with the area, and enhances the overall appreciation of Art.

Public Art can be permanent (such as a sculpture) or temporary (such as street art, temporary installations or experimental media). For the purposes of this policy, 'Public Art' is defined as: a unique, crafted or sculptural work such as a sculpture, mosaic, mural etc, that is commissioned, invited or selected from professional artists, or loaned by artists, for sites in the public domain. Artwork(s) may be the creative product of one artist or the result of collaboration between artists and/or other design professionals such as architects, industrial and graphic designers and craftspeople. Public Art is purpose built or placed with strong consideration given to the context in which it is located.

Waverley Council has an appointed Public Art Committee that serves as an advisory panel on all Public Art proposals in the area.

3. Key Objectives for Public Art In Waverley

The key objectives form the evaluation and assessment criteria for all new Public Art works to be considered in the Waverley LGA and have been developed to support the Waverley Together 3 strategic plan. These key objectives for Public Art in Waverley exemplify Waverley's reputation as a vibrant cosmopolitan area with world famous beaches, extraordinary natural beauty, the Bondi Junction commercial hub, and a culturally diverse community.

Permanent Public Art in Waverley must respond to all of the key objectives outlined in this document.

3.1 Place making (Making Spaces into Places)

Public Art should stimulate the imagination, and encourage creative expression, innovation, and invigoration of space. It should ensure the integration of art into the everyday experience of the area for locals and visitors alike. The relationship between the artwork and the built and open environment, its audience, and other contextual factors all contribute to its impact.

3.2 Artistic Excellence

Public Art in Waverley aspires to qualities of artistic excellence, innovation, creative integrity, and the enrichment of public life. Public Art will be of excellence, both in content and execution, displaying technical skill, craftsmanship and ingenuity, while meeting all deadlines and budgetary requirements.

3.3 Sustainability

Public Art in Waverley should give due consideration to materials, design and construction, durability and longevity in its environment. Sustainability must be considered in terms of the ability of the work to endure physically and in terms of social relevance and artistic integrity.

3.4 Local Culture and Heritage

Waverley encourages Public Art that reflects and celebrates the area's diverse cultures and communities. Public Art should respond to local stories, history and conversations, creating opportunities for social engagement and pride in the area. It may also engage with the national and international profile of Waverley places. Waverley Council recognises the area's Indigenous history and welcomes public art acknowledging the stories and traditions of the original custodians of the area.

4. Benefits of public art

The development of high quality Public Art in public places and Public Art in private developments delivers these benefits:

- A sense of local engagement and community
- Creates attractive places that are welcoming, engaging and interesting
- A richer experience of the place for residents and visitors
- Adding value to private development

5. Actions/Outcomes

Subject to funding, Waverley Council will:

- (a) develop a masterplan identifying specific sites for the implementation of Public Art in Waverley
- (b) ensure major Council developments in Waverley will include commissions of Public Art in areas accessible and visible to the general public
- (c) increase the number of Public Art works in the Waverley area

- (d) encourage the inclusion of Public Art in private developments
- (e) ensure that all permanent works of Public Art in Council-controlled land are subject to community consultation before approval
- (f) develop and maintain networks and partnerships with businesses, artists, curators, arts organisations, neighbouring Councils and other relevant stakeholders in the delivery of an exceptional program of Public Art in Waverley
- (g) develop a maintenance plan for all Public Art works in the area

6. Consultation

Community feedback will be sought in the planning of permanent Public Art projects and the final decision will be made by Council. For temporary installations, exhibitions and loans, whether community consultation is required will depend on the nature of the proposal, its scale, impact and duration. In some cases, temporary installations, exhibitions or loans will be approved under the appropriate officer delegation under the terms of this policy

Where appropriate, specific consultation will take place with relevant community stake-holders

7. Funding

- Waverley Council is developing a Public Art Program/Schedule of Works for inclusion in the capital works program.
- Section 94A contributions to Waverley Council's capital works program, made as part of development applications, can provide a source of funding for the ongoing development of the Public Art Program/Schedule of Works.
- Planning Agreements can also provide a source of funding to the ongoing development of the Public Art Program/Schedule of Works.
- Waverley Council is open to working in collaboration with philanthropists, businesses, property developers and community groups to create a Public Art trust supporting the ongoing development and maintenance of Public Art in the area.
- All major Waverley Council funded new developments will aim to incorporate Public Art into the overall budget and planning processes.

8. Evaluation and Review

Evaluation will be measured against the key objectives, definitions and long-term outcomes outlined in this document, as well as by the overall improvement in the quality of Public Art in the area.

Waverley Public Art Committee can recommend to Council amendments to the Policy at any time.

Waverley Public Art Committee will review the policy every four years.

9. Attachments

1. Policy framework
2. Waverley Council Public Art in the Private Domain (under review)
3. Waverley Council Public Art Masterplan (under development)
4. Waverley Council Acquisitions and Deaccessioning Guidelines (under development)
5. Bondi Beach Seawall Guidelines
6. Waverley Mural Guidelines

POLICY FRAMEWORK

Waverley Together 3: Community Strategic Plan

Relevant provisions from Waverley Together 3 include:

C1 Waverley's cultural heritage and diversity is recognised, protected and respected

C1a Support programs that celebrate and strengthen our multiculturalism and Indigenous culture and cultivate a sense of community appreciation of our cultural heritage

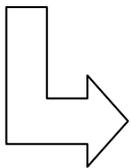
And:

C6 Arts and cultural activities foster an involved community and a creative environment

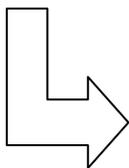
C6a Enrich the community's cultural life and support life-long learning through a variety of cultural events and activities, balancing the needs of residents and visitors

C6b Encourage the arts in public places and public art in private developments

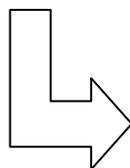
C6c Foster and create opportunities in the creative sector to retain local artists and cultural providers in Waverley



Arts Plus Plan



Public Art Policy



Attachments to the Public Art Policy

- Waverley Council Public Art in the Private Domain Guidelines – for private developments (under review)
- Waverley Council Public Art Masterplan (under development)
- Waverley Council Acquisitions and Deaccessioning Guidelines (under development)
- Bondi Beach Seawall Guidelines
- Waverley Council Mural Guidelines