Monash Public Art Policy & Framework

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1 Introduction

1.1 Vision

Council's vision is to be a City that celebrates and champions for creative industries. The commission, management and activation of public art delivers on Council's vision for arts, culture and heritage that continues to inspire, enrich, and connect our community by embracing what makes us truly unique.

The Curatorial Framework that will accompany this policy and framework will expand on the key themes outlined in the *Monash Arts & Culture Strategy 2025 and* strengthen our reputation as a place of bold vision, creativity, and innovation.

1.2 Purpose

This policy and framework provides a strategic direction and sustainable approach to the commission and management of public art in the City of Monash. It considers the built, natural, social, and cultural contexts that inform city liveability, connection, and sense of place.

Public art is a signifier of a contemporary and culturally mature city. Establishing a clear framework for the commissioning and management of public art activity and collections ensures that Council's public art program is focused towards achieving the liveability, inclusion and cultural development goals outlined in Council's plans and strategies.

2 Scope

Public art includes permanent artworks such as outdoor sculpture, artworks integrated into the design of public and open spaces, artworks integrated or affixed to the facades of buildings, and temporary artworks such as murals and installations.

Public art may also include technology driven works such as lighting design, augmented reality and sound works. Additionally, dedicated sites and platforms for temporary public art such as digital screens, construction hoardings, billboards and siting for sculpture can form part of a public art program.

2.1 Inclusions

This policy and framework describes an approach towards all forms of public art activity and collection management. This includes public art that (is):

- Directly commissioned, acquired or licenced by Council;
- Community initiated on Council land, or funded via a Council grant;
- Developer or privately initiated or recommended as part of a planning permit;
- Proposed for an activity centre where there is an adopted structure or precinct plan[1];
- Requires occupation of Council land, roads or property (including pathways and laneways);
- Otherwise of community significance or Council interest (including through partnership).

2.2 Exclusions

This policy and framework does not include:

- Public art that is commissioned by an entity other than Council on private property;

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[1] City of Monash – Structure Plans

- Purchase, commission, acquisition or management of works for the MAPh Collection, or Council's Civic Collection;
- Memorials, plaques or heritage objects;
- Public display of MAPh Collection or Civic Collection works whether this is temporary or permanent;
- Management of graffiti incidents.
- Performances, or public events

Note: public artworks that are commissioned or acquired for the grounds of the Museum of Australian Photography (MAPh) should align to the curatorial aims and objectives of MAPh and ensure involvement from the MAPh Curatorial team and where relevant, the Committee of Management.

Where possible, Council will seek to work in partnership with other entities to commission and manage public art for the benefit of the community. Projects and proposals that align with Council's approach and framework will be encouraged and supported.

3   Strategic Context

The City of Monash operates with a set of plans and strategies that guide Council's decision-making and work. The *Monash Arts & Culture Strategy 2025* is a key document that informs Council's approach to creative industries, cultural development and by extension public art.

The *Public Art Policy & Framework* is developed in response to these strategic documents and is reviewed alongside and in response to the community's and Council's vision.

3.1   Imagine Monash in 2040 – Community Vision

The Monash community vision, *Imagine Monash 2040* was created with the community to outline a vision for the community. The community vision prioritises liveability, inclusion, engagement and sustainability as key themes. Some themes and principles that can inform public art include:

- A focus on services and assets that support community relationships and connect people to their neighbourhoods.
- Including a diverse range of perspectives and involving the community in decision-making.
- Embracing technology and environmentally responsible practices to achieve a sustainable future.

3.2   Council Plan 2021 – 2025

The *Council Plan 2021-2025* provides a strategic context for Council's work. It identifies the priorities and strategic direction for each Council term and is developed in response to the community vision.

The Council Plan has four strategic directions. Public art can contribute to each of these strategic objectives in the following ways:

Sustainable City	Public art is commissioned, managed and maintained in an environmentally sensitive way. Public art commissions and programs include opportunities to encourage public dialogue about climate change, and sustainable transport.
Inclusive Services	Public art commissions and programs consider principles of equity, diversity and inclusion. Public art commissions and programs are developed that prioritise under-represented groups as artists and in community involvement.

Enhanced Places	Public art is commissioned in open space, activity centres and community spaces to enhance the public realm. Public art is integrated into the design of new and renewed places and buildings.
Good Governance	Public art commissioning and management is undertaken using best-practice principles. Public art activity is underpinned by strong community engagement and transparent procurement and decision-making processes.

3.3   Monash Health & Wellbeing Plan 2021 – 2025

The *Monash Health and Wellbeing Plan 2021-2025* is dedicated to maximising the health and wellbeing of people who live, work, study and play in Monash.

Public art programs can assist in the delivery of the plan's three pillars in the following ways:

Active & Healthy	Public art encourages physical activity through the provision of walkable trails, and interactive works. Public art supports community wellbeing through provision of enhanced open and public spaces that foster social connection.
Engaged, Confident & Connected	Public art provides opportunities for cultural and community representation, voice and involvement. Public art encourages meaningful participation in community life through engagement and activation.
Safe & Respectful	Public art improves community perceptions of public safety. Public art can act as a visible signifier of cultural diversity and social inclusion.

3.4   Monash Arts & Culture Strategy 2025

The *Monash Arts & Culture Strategy 2025* is a key enabling document that guides the prioritisation and delivery of cultural services by Council. This strategy has been developed following extensive consultation with artists, creatives and community. It outlines a vision of a creative and culturally connected City that supports and champions creative industry and community participation.

Public art programs and activities are critical to deliver this vision. These programs and activities support the broader aims of the Monash Arts & Culture Strategy in the following ways:

Creative Practitioners and Careers	Public art activity supports local emerging and early career artists to build their capabilities through mentorship and temporary commissioning. Public art programs also encourage increased creative and cultural activity across the creative industries, building an environment of local viability for artists and practitioners.
Industry Growth and Resilience	Public art programs provide tangible opportunities for local creatives to work locally. Provision of a mechanism for private and community investment into public art supports the creative industries 'eco-system' more broadly. It is a catalyst for additional investment into the local creative economy.

Audience and Markets	Public art is a key enabler and driver of cultural tourism. Public art programs can enhance cultural events and activation, providing a compelling and contemporary setting for arts-led experiences.
Diversity and Wellbeing	Public art is a highly visible signifier of local cultural character. A program that prioritises under-represented groups assists to support cultural visibility and inclusive representation. Public art supports positive community sentiment and perceptions of safety.
Creative Spaces and Places	Public art enhances built public space and encourages creativity in non-traditional spaces through temporary commissions and activation. Integration of public art into new and renewed built, open and public space supports social and cultural connection to place. Public art programs can encourage discovery of local community and cultural assets through maps, trails and activation events.

4   Definitions

4.1   Key Terms

Key term	Meaning
Council	has the same meaning as in the Local Government Act 2020
Council officer	has the same meaning as in the Local Government Act 2020
Councillor	has the same meaning as in the Local Government Act 2020
Public Art Management Group	means an internal working group of Council officers that are convened to coordinate the identification, resourcing and management of public art matters and activity.
Public Art Project Panel	means a group of internal and external stakeholders that are convened for the purpose of providing advice about a specific project or program of public art activity. This group may include Council officers, Councillors, industry experts and community members.

4.2   Public Art Definition

This definition of public art has been developed with advice from industry experts and in response to the National Association of Visual Arts (NAVA) Code of Practice. A directions paper on Public Art produced by the Monash University School of Art, Design and Architecture has provided the broad context for this policy and definitions.[2]

Public art is defined as:

- Permanent and temporary art designed by an artist or artists, that are publicly accessible and are in or part of public land and facilities, or facilities provided by both the public and private sectors;
- Commissioned works and works integrated within broader capital works, urban design, landscaping and streetscaping programs;
- Art of any form and material, including sculptures, murals, artist designed infrastructure, projections, and sound work;
- Augmented reality works that are accessible through publicly hosted infrastructure;

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[2] *Directions Paper – Public Art in Monash* – Monash University School of Art, Design and Architecture, 2023

- Works created by an individual artist, or created in collaboration with others such as arts professionals, urban designers, architects and the community;
- Temporary and permanent works;
- Private and community-driven public art projects that seek planning permits and/or funding from Council.

Public art does not include:

- Public assets with a solely functional purpose and no involvement from artists;
- Park furniture, equipment or seating;
- Landscaping, landscape furniture or equipment;
- Interpretive signage and wayfinding;
- Civic architectural design installations and township decorations;
- Memorials and monuments, unless, the installation is predominantly an artwork, whereby a professional artist or artists has/have been commissioned and an artistic process has formed the context and development of the installation;
- Advertising;
- Graffiti and unauthorised street art.

5   Public Art Policy & Framework

5.1   Public Art Policy

Council's Public Art Policy governs and guides the commissioning, management and maintenance of public art within the City of Monash. It includes all public art activity where Council has a stake or interest as described above in the scope of this policy.

This includes temporary and ephemeral public artworks with a lifespan in excess of one day and up to five years. Definitions of the range of public art activity including lifespan are included in more detail in Appendix One.

5.2   Best Practice Principles

The National Association of Visual Artists (NAVA) has set out best practice principles for commissioning and management of public art in the Code of Practice.[3] In its role as a commissioner and custodian of public art on behalf of the community, it is important that Council upholds and champions best practice throughout the life cycle of the commission and subsequent collection management.

Best practice principles are outlined in detail throughout the Public Art Operating Guidelines, templates and contracts that support implementation of this policy. The primary principles include:

- Commissioning processes with a clear artist brief, management structure, and transparent and equitable selection processes;
- Ensuring that artists' creativity, labour, and practice is respected through the life of the artwork, including payment of appropriate fees;
- Ensuring that all legal obligations in respect to intellectual property, Indigenous Cultural Intellectual Property, copyright and moral rights are upheld;
- Consideration of environmental impact and sensitivity;

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[3] National Association for the Visual Arts (NAVA) Code of Practice

- Robust and inclusive community engagement practices that ensure public art is commissioned and managed for the public good;
- Embedding principles of equity and access in the curation of the public art program, as well as ensuring that the program is representative of the community it serves;
- Ensuring the original custodians of the land on which any piece of public art is sited are consulted and acknowledged according to cultural protocols.

5.3   Curatorial Framework

Council's public art program is aligned to a curatorial framework which seeks to elevate the quality of artworks commissioned by Council, while contextualising the existing public art collection. The themes and concepts that underpin the curatorial framework are derived from the Community Vision and the Monash Arts & Culture Strategy. These key documents have been developed following extensive community engagement and consultation.

The *Monash Public Art Curatorial Framework* describes the broad themes that inform and frame public art commissions and programs in Monash. These themes are integrated into new commissions and provide context for assessing the suitability of proposed community-led and private commissions. This *Monash Public Art Curatorial Framework* forms part of a suite of supporting guidance documents that enable the successful implementation of this policy.

5.4   Program Framework

Successful public art programs include a mixture of programs, commissions and activation alongside collection management and care. These streams of activity engage with artists at various levels of experience from emerging to experienced, with opportunities for mentorship built into projects.

Additionally, the profile, scale and lifespan of public art projects determines how these programs should be managed and governed.

- Profile refers to the public visibility of the commission or acquisition. It describes the potential for levels of public interest. The site and stakeholders provide a guide for determining the profile of the commission.

- Scale refers to the size of the work in the public realm in combination with the cost of commissioning or acquiring the work.

An outline of program activity streams, and a description of profile and scale in line with Council's procurement thresholds is described in Appendix One.

5.5   Collection Management

Council's *Asset Management Strategy 2020-2025* outlines an approach for the management of community assets and infrastructure including collections.[4]

Adopting an asset management approach to all collections including the public art collection, ensures that Council is fulfilling its role as a custodian of these assets on behalf of the community.

In line with the approach detailed in Council's *Asset Plan*[5] the lifecycle of public art can be described as follows:

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[4] City of Monash – Asset Management Strategy 2020-2025
[5] City of Monash – Asset Plan 2021-2031

Planning	Establishes requirements based on evaluation of needs and options.
Creation Acquisition	Describes the commission, acquisition and licencing of new works, including acceptance into the collection.
Operations and Maintenance	Describes the operational management of the collection object (asset) including its care and maintenance. This also includes collection activation in line with intellectual property protections such as copyright and moral rights.
Renewal Replacement Disposal	For permanent and integrated public art, this means disposing of the work (deaccessioning) in line with best practice and intellectual property protections once it has reached the end of its lifespan.[6] For temporary public art this means replacing the artwork at the end of its lifespan. Where renewal is an option for temporary, permanent, and integrated public art, this should be assessed against its cultural, social or heritage value as well as best value to the community.

Temporary projects such as murals and programmed works using public art platforms are not considered part of Council's permanent public art collection. For these artworks, Council will manage and maintain them in line with the lifespan of the work and asset management approach described above. This means that temporary artworks such as murals may be replaced at the end of their lifespan, following assessment of their ongoing cultural, social or heritage value balanced against the cost of renewal.

5.6   Legislative Considerations

Local Government Act 2020 - Community Engagement Policy

Section 55 of the 2020 Act, requires several documents and decisions to be made in accordance with Council's Community Engagement Policy.

Council will undertake engagement when a policy, project or decision is likely to impact the community. The impacts may be economic, social, environmental, built form or governance related.

Community engagement will occur prior to presentation of policy, project or decision to Council for endorsement. A summary of the community engagement is to be provided.

Gender Equality Act 2020

Section 9 (1) of the Gender Equality Act 2020 requires Council to undertake a Gender Impact Assessment (GIA) when developing or reviewing a policy, program or service that has a direct and significant impact on the public.

A GIA must assess the effects that the policy, program or service may have on persons of different genders, and state how it will be developed or varied in order to meet the needs of persons of different genders, address gender inequality, and promote gender equality. Where practicable, the GIA must also take into account issues of intersectionality.

 Council has a template to assist staff to complete a GIA, and support is available from the Gender Diversity and Equity team. Councillors and the public are informed of the outcome of GIAs through Council reports, and they are also reported on every two years to the Commission for Gender Equality in the Public Sector.

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[6] Best practice principles for disposal of public art are outlined in the NAVA Code of Practice

6   Governance

6.1   Arts & Libraries

The Arts & Libraries Department is responsible for coordinating the commissioning, management and maintenance of all public art objects and activity in the City of Monash. The *Monash Public Art Operating Guidelines* outlines best practice approaches and has been developed in collaboration with the Public Art Management Group, and Public Art Project Panels where appropriate to guide the successful delivery of projects and programs under the policy.

In addition, a set of guidelines for community, business and artist initiated public art projects have been developed. These guidelines support successful public art outcomes with an emphasis on capacity building and partnership approaches.

6.2   Public Art Management Group

This is a cross-departmental working group that supports the identification, resourcing and coordination of public art activity across Council. It is comprised of key representatives of departments that have an interest in the commission and management of public art.

Led by the Manager Arts & Libraries, this group will collaborate and provide expertise across the operational and technical aspects of public art and support project management.

Specifically, this group will identify public art opportunities through capital works and renewal projects, support a cross-functional asset management approach to collection care and ensure that Council's public art approach meets cultural development, placemaking, urban planning, public safety, asset management and procurement requirements.

6.3   Public Art Expert Panel Register

A register of creative industry experts, including curators and artists will be established to inform the curatorial and creative aims of the public art program. The register will be formed through a combination of direct invitation and an open expression of interest assessed for industry experience and expertise.

When required, a panel from the register will be convened by the Manager Arts & Libraries and comprise at least one representative of each of the following domains of expert knowledge. Note that panel members may offer expertise in multiple domains:

- First Nations artist, curator or academic
- Professional practicing public or visual artist
- Arts or creative industry academic (nominally from Monash University Art, Design & Architecture)
- Resides in or has strong ties to the City of Monash

Additionally, any panel formed will, where possible, consider a balance of cultural diversity, gender equity and disability access.

The Public Art Expert Panel Register will be reviewed in line with the Arts & Culture Strategy every four years and will be approved by the Chief Executive Officer or their nominated delegate.

6.4   Public Art Project Panels

When required, a Project Panel will be convened by the Manager Arts & Libraries to provide advice and local expertise to specific projects and programs. This will include internal and external stakeholders and may include Council officers, Councillors, industry experts and community members. External stakeholders may be drawn from the Public Art Exert Panel Register and from community groups, through an Expression of Interest or directly appointed where appropriate.

6.5   Decision Making & Authorization

Council delegates authority to Council Officers for public art program activity and commissioning of temporary public artworks, dependent on the scale and impact of the proposal. This activity will comply with Council's procurement policies and thresholds.

Projects and programs operating at small or medium scale, or with a low profile may be directly approved by the Manager Arts & Libraries if within the appropriate financial delegation. Project scale and profile are described in Appendix One.

Where a temporary project or program activity may have an increased community interest or be located at a high-profile site a Project Panel may be convened to inform decision-making. Projects may be approved on recommendation from the panel by the Director Community Services or CEO or referred to Council for a decision.

All permanent commissions (lifespan of over 5 years) will involve a Project Panel, and if expenditure is above $250,000 (including GST) this will require final approval at a Council Meeting as per Council's Procurement Policy and Instrument of Delegation.

The governance structure, and flow of decision-making is outlined in Appendix Two.

7   Resourcing

Management of public art whether Council-led, community initiated or through private development requires a set of expertise and knowledge that is specific to public art practice. This includes an understanding of the curatorial aims, operational considerations and successful implementation of public art programs.

Program management, implementation, maintenance and other life cycle and management costs should be considered when building the business case for integration of public art into any capital works or operational project.

7.1   Funding Models

Opportunities to integrate public art into new, expanded, upgraded and renewed facilities, structures and open spaces can be identified during the service and master planning, and business case development stages of project initiation.

Once confirmed, the commission and management of the public art component of the project would transfer to the Arts & Libraries team, with support from the Public Art Management Working Group and the Officer leading the capital project.

Additionally, where a public art program or project can be developed outside of the capital program, this activity can be proposed and confirmed through the annual budget process.

7.2   Public, Private & Commercial Development

Integration of public art outcomes into public, private and commercial developments offers an opportunity to improve the place character of the public realm in line with adopted activity centre and precinct plans.

Identification of public art opportunities may be triggered via the planning permit process, with voluntary options presented to developers to either:

- Contribute a specified amount towards commissioning of temporary or permanent public art; or
- Work in partnership with Council and an external public art consultant to commission public art within their development.

These opportunities can occur throughout the different phases of the development, including temporary public art activation during construction, integration of public art on the facades and commission of permanent public art upon completion.

Ownership and management of any public artworks installed on private land will remain with the landowner. For developments where full title and ownership is transferred to Council, donation of artworks to Council's collection will be considered if there is alignment with the *Monash Public Art Curatorial Framework*.

This policy supports a partnership approach to public, private and commercial development. Projects that respond to the curatorial framework, engage artists following best practice guidelines and are in line with adopted activity centre and precinct plans will be given preference.

7.3   External Grants and Funding Schemes

Commission of temporary and permanent public art is regularly included in place-making, public safety, neighbourhood and recreation projects. Often these projects are resourced via external grants as part of a broader project plan, where the inclusion of temporary, permanent or integrated public art can support enhanced community amenity.

Prior to applying for external grants that include temporary, permanent or integrated public art, relevant Council officers should seek support via the Public Art Management Working Group to ensure there is adequate resourcing to support implementation, and to check alignment with the Public Art Curatorial Framework.

This policy supports an investment approach to grant seeking for public art projects and programs where there are opportunities to enhance activity centres and open spaces in line with the curatorial, cultural development, place-making and urban design outcomes of the public art program.

8   Implementation

8.1   Public Art Program

The *Monash Public Art Operating Guidelines* sets out the functions and best practice requirements for the ongoing management of public art activity including collection management, commissioning and programming. This is an internal resource that ensures Council-led public art activity is developed and delivered in a way that considers curatorial, cultural development, placemaking, urban planning, public safety, asset management and procurement requirements.

8.2   Council-Led Projects

The Public Art Management Working Group will coordinate and identify opportunities for public art to be integrated into new, expanded, upgraded and renewed facilities, structures, and open spaces. Ideally, these opportunities are identified during the service, asset and/or master planning phase and integrated into design development.

Additionally, opportunities for placement of public art within existing facilities, public spaces and activity centres should be assessed for feasibility by the Public Art Management Working Group prior to committing funds or resourcing. Where Council is not the landowner, clear agreements that specify any special conditions and permission including lifespan should be employed.

As described above, temporary or permanent public art projects that are proposed as part of a broader program of works whether this is internally or externally funded should be approved by the Public Art Management Working Group prior to securing funds.

8.3   Community Initiated Projects

Public art projects (including murals, donations and other public art installations) that are community-initiated can be assessed for feasibility under the supervision of the Manager Arts & Libraries. This includes projects where Council contributes to the project via its Community Grants program.

Community-initiated projects should follow best practice principles, along with the curatorial, cultural development, place-making, public safety and asset management considerations that are applied to all public art activity in Monash. A *Community Public Art Toolkit* will support community capacity and capability to meet these aims and requirements.

8.4   Public, Private & Commercial Projects

Public, private and commercial public art projects will be supported with a *Developer Public Art Toolkit* which will outline the options and opportunities described above. This document will also assist Council's City and Strategic Planning functions to identify and advise on where a public art opportunity can improve the community and public amenity outcomes of developments.

9   Responsibilities

Unless otherwise determined by the Chief Executive Officer:

Who	Role
Director Community Services	• Responsible for strategic oversight of the Policy
Manager Arts & Libraries	• Responsible for operational implementation of the Policy
All Staff	• Responsible for adherence to the Policy

10 Review

Unless there is a legislated review requirement, this policy will undergo a two-year compulsory review.

It is recognised that, from time to time, circumstances may change leading to the need for minor administrative changes to this document. Where an update does not materially alter this document, such a change may be made administratively.

Examples of an administrative change include changes to:

- the name of a Council department
- name of a Federal or State Government department
- minor update to legislation which does not have a material impact.

Any change or update which materially alters this document must be by resolution of Council.

11 Policy History

Date approved	Change Type	Version	Next Review Date
XXXX	Document adoption	1.0	xxxxx

Appendix One – Public Art Program Framework

Public Art Program Structure

Program Area	Types of Activity
Commissions	New temporary and permanent public artworks linked to new/renewed community infrastructure and open space New temporary and permanent public artworks in activity centres and precincts New ephemeral public artworks linked to activation programs or public events
Program	Programs and projects that create opportunities for temporary public art experiences at public events, in activity centres and neighbourhood spaces Programs and projects that involve capacity building for local artists in making public art and learning public art practices Programs and projects that support community interest and engagement with public art including public education programs
Conservation	Collection auditing and valuation Cyclic conservation of existing collection Repairs on artworks that are damaged or in disrepair Deaccession of temporary works/ works in disrepair
Collection Management	Record keeping, object and asset management Curatorial writing about collection items and artworks including presence on Council's website, outdoor plaques Asset management processes – internal and external Long term – identification of collection gaps and direction
Platform Infrastructure	Creation of new digital, physical and online platforms that support public access to public art Infrastructure provision located in activity centres and neighbourhoods that can support a changing program of works

Scale and Profile

Scale	Profile	Site/ Project Type	Permanence	Expenditure (Including GST)
Small Local	Low	Council Building – Internal Walls Public Event Parklet Temporary Activation/ Installation	Ephemeral (Up to 3 months)	Under $10,000
Medium Neighbourhood		Council Building – External Walls Small Activity Centre/ Precinct Neighbourhood Park Mural, Public Platform, Temporary Installation	Temporary (Up to 5 years)	Up to $40,000
Large Municipal	Medium	Council Building – Major Large Activity Centre/ Precinct Park/ Open Space Recreation Facility Mural, Public Platform, Sculpture, Installation, Integrated Design	Temporary (Up to 5 years)	Up to $100,000
			Permanent/ Integrated (Up to 25 years)	Up to $250,000
Major Regional	High	Council Building – Civic or Regional Major Gateways Significant Sites Public Platform, Sculpture, Installation, Integrated Design	Permanent/ Integrated (Over 25 years or lifespan of building)	Over $250,000

Appendix Two – Public Art Governance Structure