



BOROONDARA
City of Harmony

Boroondara Public Art Strategy

2010 - 2015

Responsible Directorate: Community Development
Authorised by: Council
Date of adoption: 13 December 2010
Review date: December 2014
Expiration date: 13 December 2015



Table of contents

1. Executive summary.....	3
2. Introduction.....	3
2.1. Vision and purpose	3
2.2. Scope	3
3. Background.....	4
3.1. Context and Methodology	4
3.2. Terminology	4
3.3. Consultation	5
3.4. Context	6
3.5. Corporate framework	6
4. Goals and Objectives	7
4.1. Actions	9
5. Implementation and Monitoring	14
5.1. Evaluation	14
5.2. Accountabilities	14
5.3. Corporate Governance	14
5.4. Risk Management	14
5.5. Financial Implications	15
6. References	16
6.1. Related documents	16
6.2. Definitions	16
7. Acknowledgements.....	17

1. Executive summary

This strategy is the result of reviewing existing documentation and reports, and is intended to build on and extend these. Stakeholders were also consulted, and extensive research undertaken into public art practice in Australia and internationally.

Proposals are included which will guide the process of acquiring further public art for the City of Boroondara, in terms of ethical considerations, legal obligations, resource allocation and selection criteria. These relate to public art on both Council and non-Council sites.

Strategies for incorporating the two priority sites are included, as are proposals which will enable the Culture and Leisure Services Branch to more effectively service artists wishing to present their work in the public arena, either independently or through a Council program.

The Public Art Strategy presents a series of goals, objectives and associated actions to ensure that public art becomes an integral facet of public space in Boroondara.

2. Introduction

2.1. Vision and purpose

The Boroondara Public Art Collection vision is to collect and display innovative high quality works within public and civic spaces through the integration of art, design, architecture and related elements. These works are expected to be engaging and accessible whilst thought provoking and creating a sense of community belonging.

The purpose of this strategy is to establish strategic direction for public art within the City of Boroondara for the next 5 years. It also includes master plans for two identified sites; Camberwell Civic Centre and Hawthorn Town Hall Arts Precinct.

The Boroondara Public Art Collection Strategy will provide advice to staff in relation to the following:

- Public art processes
- Scheduling of projects and appropriate documentation
- Recommended commissioning mechanisms.
- Approaches for commissioning public art for the two identified sites.

2.2. Scope

The Boroondara Public Art Collection Strategy will provide advice in relation to:

- Public art processes
- Scheduling of projects and appropriate documentation
- Recommended commissioning mechanisms.
- Approaches for commissioning public art for the two identified sites.
- Decommissioning guidelines

3. Background

Public Art in Boroondara forms part of the Town Hall Gallery Collection. The definition for public art is art whose purpose is to beautify and enrich outdoor public spaces. The works can be located temporarily or permanently in public outdoor spaces such as parks, plazas and retail areas.

In addition to providing a review of the Public Art Strategy (2004-2009), the strategy also provides direction on the two nominated sites of the Hawthorn Town Hall and the Camberwell Civic Centre. The strategy will assist in providing guidance for any future public art associated with the Hawthorn Library Precinct Project.

The Hawthorn Town Hall and Camberwell Civic Centre will be undergoing substantial redevelopment to transform them into cultural / community hubs. As most existing Council public artworks are sited elsewhere in the City, it is anticipated that these two sites will require new acquisitions.

A number of specific locations are under consideration for the Camberwell Civic Centre site and these were developed by the landscape architects and the focus group involving key Council officers.

3.1. Context and Methodology

The process and methodology of developing the strategy incorporated reviews of existing documentation in order to place the strategy firmly within Council's overarching arts and cultural commitments.

In response to the requirements of the Boroondara Public Art Strategy Project Brief a working methodology was developed. This involved:

- extensive internal and external consultation
- physical inspection of collection objects
- physical inspection of comparable collections in other galleries
- communication with a number of regional and state galleries, and government cultural agencies
- evaluation of current building layouts and some possible future site developments
- site analysis to identify redevelopment constraints and opportunities
- review of musicological, collection management and interpretation principles, theory and current practice, and
- review of current staffing structure and practices.

Proposals are included which will guide the process of acquiring further work public art, in terms of ethical considerations, legal obligations, resource allocation and selection criteria.

3.2. Terminology

The terms *museum* and *gallery* are used interchangeably in this document, but are used to refer to an art museum, or specifically the Town Hall Art Gallery.

3.3. Consultation

Extensive community consultation was undertaken in 2008 and documented in *Arts & Culture in Boroondara*. This included information that relates directly to art in the municipality.

During this process a list of public art strategy stakeholders was identified. They include:

- Town Hall Gallery Collection Advisory Committee
- Parks and Gardens
- Traders Association
- Strategic Development
- Environmental Sustainability Department
- Sporting clubs/ tenants of open spaces
- Leisure and Cultural Services
- Hawthorn Town Hall Expert panel
- Risk Management Team
- Mayor / Councillors
- Camberwell Centre Committee
- Boroondara artists and arts groups
- Art dealers / galleries
- Architects
- Collectors
- Historical Societies
- Alexander Gardens users
- Camberwell Fresh Food Market - tenants and shoppers

Community consultation stakeholders and strategies

Stakeholder	Involve / Collaborate / Inform / Consult	Method
Town Hall Gallery Collection Advisory Committee	collaborate	committee meeting
Cultural Services - people who have to use the strategy	collaborate	committee meeting
Hawthorn Town Hall Expert Panel	involve	committee meeting
Mayor / Councillors	involve and inform	committee meeting of town hall management group (two representatives)
Other collecting organizations	inform	Inform
Risk management	consult	discussion
Projects and strategy	involve	meeting
DEWHA / ATO in regards to DGR program	inform	Inform
Boroondara artists and arts groups	consult	survey
Professional and amateur artists	consult	survey
Art dealers / galleries	consult	survey
Collectors	consult	survey
Historical societies	inform	survey
people who are interested in culture	consult	survey

The draft THG Collection Strategy was available for public comment for 6 weeks, from 20 July to 30 August 2010. The invitation to participate in the consultation process was advertised in The Bulletin and on the Council website.

3.4. Context

For many years, Council acquired public art works without a guiding strategy. In 2004, Council adopted the Public Art Strategy 2004, which included a Public Art Policy for Boroondara. The Strategy recommended the development of a Public Art Masterplan in order to be "both strategic and opportunistic with regards to public commissioning". In 2008 Council adopted the Arts and Cultural Strategy 2008-2013, which emphasizes the need for cultural facilities to engage the local community in arts and cultural activities. It calls for the provision of public art in the precincts around major cultural centres.

The strategy incorporates reviews of existing documentation and reports in order to place the strategy firmly within Council's overarching arts and cultural commitments. It is intended to build on and extend these. Stakeholders were consulted, and extensive research was undertaken into public art practice in Australia and internationally.

Proposals are included which will guide the process of acquiring further work for the collection, in terms of ethical considerations, legal obligations, resource allocation and selection criteria. These relate to public art on both Council and non-Council sites.

3.5. Corporate framework

This strategy supports Council's Mission and Vision by addressing the following objective(s) in the Council Plan 2010-2015 from the *Our Boroondara, our city, our future*.

Vision theme 1: Community Wellbeing

The sense of community within Boroondara will continue to be at the heart of what makes our City an attractive place, now and into the future.

Vision theme 2: Managing a Sustainable Environment

By working together and changing practices in our natural and built environments, we can help create a city and a future that are sustainable.

Vision theme 3: Planning a Well-Designed Sustainable City

Boroondara must be developed in a sustainable way – not only for the benefit of our environment but to preserve and enhance the existing character of our City.

Vision theme 4: Connecting our City

If we are to create a truly vibrant and inclusive City for our future, then we must ensure it is a connected City with safe, accessible and sustainably transport solutions.

The key themes and aspirations are underpinned by the key ideas of community connectedness and sustainability. These ideas are supported by principles that guide the actions of Council.

They are:

- consultation
- effective governance
- innovation
- knowledge
- partnerships
- participation
- planning

Council adopted the Arts and Cultural Strategy 2008-2013 which sets the direction for arts and culture in Boroondara to ensure participation and access by all sections of the community

The Boroondara Public Art Collection Strategy will inform the Town Hall Gallery Acquisition Policy 2007. Utilising public art to raise the identity of cultural spaces is an identified action from the Arts and Culture Strategy 2008 - 2013

4. Goals and Objectives

- Goal 1** To collect and commission public visual art works of a permanent or temporary nature to enhance the City's civic spaces and the urban environment
- Objective 1.1** Collect and commission innovative public art that enhances public spaces by developing new points of interest
- Goal 2** To integrate works into sites of significance across the municipality
- Objective 2.1** Identify public sites of significance that are freely accessible to the public that might accommodate public art
- Goal 3** To promote the municipality and encourage cultural tourism
- Objective 3.1** Collect and commission public art that reflects the identity of the City and is engaging visitors and locals
- Goal 4** To ensure quality processes and outcomes
- Objective 4.1** Determine processes and develop guidelines for public art on public sites, commercial sites and for artist initiated projects.
- Objective 4.2** Promote an integrated approach to public art development across Council departments
- Goal 5** To balance our cultural heritage with contemporary culture

Objective 5.1 Ensure that public art does not compromise cultural heritage values

Goal 6 To ensure that collection is well maintained and managed

Objective 6.1 Utilise consistent guidelines for the commissioning and acquisition of public art

Objective 6.2 Determine and agree to a management and maintenance plan with all stakeholders prior to the commissioning or acquisition of the public art project

Goal 7 To secure sustainable funding and support to build the collection

Objective 7.1 Develop a funding plan to maximize internal and external funding sources

Objective 7.2 Develop a specific sustainable cultural grants program to support artists in creating temporary and ephemeral art in the City



4.1. Actions

Goal 1

To collect and commission public visual art works of a permanent or temporary nature to enhance the City's civic spaces and the urban environment

Objective	Action	Completion	Timeframe	Resources
Collect and commission innovative public art that enhances public spaces by developing new points of interest.	Acquire contemporary art that conforms to the acquisition policy	Commissions and acquisitions made	Ongoing	Dependent on capital work budget bids
	Ratify the public art strategy at Council level and disseminate the public art strategy to all other branches of Council as part of an internal communications strategy.	Partnerships created for Camberwell and Hawthorn projects and commissions made, projects completed	2015	N/A

Goal 2

To integrate works into sites of significance across the municipality

Objective	Action	Completion	Timeframe	Resources
2.1 Identify public sites of significance that are freely accessible to the public that might accommodate public art.	Establish a register of public sites of significance	Database created	2011 and ongoing	Operational budget
	Explore the feasibility of placement of public art and develop the masterplans for two sites - Camberwell Civic Centre and Hawthorn Town Hal	Public Art incorporated into the redevelopment	2012 -21013	Capital works bid

Goal 3

To promote the municipality and encourage cultural tourism

Objective	Action	Completion	Timeframe	Resources
3.1 Collect and commission public art that reflects the identity of the City and is engaging to visitors and locals.	Ensure that works provide points of interest, entertainment and aesthetic energy to the City	Included in commissioning briefs.	Ongoing	Capital works budget bids
	Establish and implement a marketing and communication plan	Marketing and communication plan created	2013	Operational budget
	Include interpretation and information about public art within THAG public programs	Programs held	Beginning 2013	Visual art program operational budget

Goal 4

To ensure quality processes and outcomes

Objective	Action	Completion	Timeframe	Resources
4.1 Determine processes and develop guidelines for public art on; public sites, commercial sites and for artist initiated projects.	Identify responsibilities of Arts and Culture Department for each undertaking	Additional responsibilities identified and added to position descriptions	2011	N/A
	Create guidelines for each group that are accessible via the internet	Guidelines created	2011	Operational budget
	Develop evaluation mechanisms for public art projects to enhance the processes of future acquisitions	Evaluation tools created	2011	Operational budget
4.2 Promote an integrated approach to public art development across Council departments.	Identify other Council departments likely to be responsible and hold focus groups and meetings.	Meetings held	Ongoing	N/A



Goal 5

To balance our cultural heritage with contemporary culture

Objective	Action	Completion	Timeframe	Resources
5.1 Ensure that public art does not compromise cultural heritage values	Explore and identify cultural heritage values and sensitivities of a public art site at the outset of a project's development	Research completed on the 2 prioritized sites of Hawthorn and Camberwell.	Early 2011	Operational
	Identify any official heritage overlays of a public site at the outset of a project's development	Research completed	Ongoing	Operational
	If an artist's brief requests a site-specific approach, artists are required to undertake extensive research of public art sites including site history, cultural heritage, community uses, themes, content and styles	Included on artists briefs and guidelines	2011	Operational



Goal 6

To ensure that collection is well maintained and managed

Objective	Action	Completion	Timeframe	Resources
6.1 Utilise consistent processes for the commissioning and acquisition of public art	Implement these in accordance with Council best practice procedures	Processes completed	Early 2011 and ongoing.	Operational
6.2 Determine and agree to a management and maintenance plan with all stakeholders prior to the commissioning or acquisition of the public art project	Identify management and maintenance plans for each public art work in advance of commissioning or acquisition	Maintenance plans completed	Ongoing	New expenditure line in Town Hall Gallery Collection operational budget
	Ensure that all site managers are aware of their responsibilities towards the art work on their site	Meetings held	Ongoing	N/A



Goal 7

To secure sustainable funding and support to build the collection

Objective	Action	Completion	Timeframe	Resources
7.1 Develop a funding and resource plan to maximize internal and external funding sources	Develop a funding plan with a diverse portfolio of sources including external funding sources within the government, philanthropic and private sectors	Include funding plan in marketing and communication plan	2013	Operational
	Investigate the possibility of an appropriately qualified and experienced personnel to be responsible for the public art program	Skills audit completed	2013	New Expenditure
	Identify opportunities for Council to encourage corporate support for the collection (acquisitions, management, access), including a Percent for the Arts Policy	Included in the funding and marketing plan	2013	Operational
	Identify potential partners for each site and/or project	Included in the funding and marketing plan	2013	N/A
7.2 Develop a specific sustainable cultural grants program to support artists in creating temporary and ephemeral art in the City	Allocate a fixed amount annually from arts and culture fund monies for temporary and ephemeral art	Cultural grants created	2012	New expenditure



5. Implementation and Monitoring

Implementation of the strategy will be through the Arts and Culture Department. Quarterly reporting will be made to the Town Hall Gallery Collection Acquisition Advisory Committee.

5.1. Evaluation

The key performance indicators for the evaluation of the strategy will be the completion of the actions. The progress of the actions and outcomes will be monitored by the Town Hall Gallery Collection Acquisition Advisory Committee and reported to Council through the Quarterly Performance Review.

5.2. Accountabilities

For all queries or feedback regarding this strategy, please use the contact details for the responsible officer below.

Contact	Contact number	Contact e-mail
Curator	9278 4775	mnowak@boroondara.vic.gov.au

The responsible officer coordinates the implementation and maintenance of this strategy; ensuring that stakeholders are informed and that the strategy is monitored and reviewed.

5.3. Corporate Governance

The Town Hall Gallery Collection Acquisition Advisory Committee provides recommendations to Council regarding the growth and development of the Public Art Collection through acquisition criteria.

The function of the Committee is to provide professional expertise in relation to public art, Town Hall Gallery art and heritage collection. In particular, its tasks are to:

- Consider proposed acquisitions submitted by the Curator within the budget allocation
- Consider and recommend to the Executive Management Group proposed de-accessions from the Collection
- Advise and assist staff in pursuing potential donors or bequests to, or sponsors of, the Collection
- Advise and assist staff in the development of public access to the Collection

5.4. Risk Management

The management of the Boroondara Public Art Collection adheres to the City of Boroondara Risk Management policies and protocols including:

- Occupational Health and Safety;
- Council Assets;
- Council Liability;
- Council reputation; and
- Environment protection



In addition, the City is bound to apply accepted legal and ethical standards and protocols in all aspects of its work. These guidelines refer directly to acquisition and de-accession practices and procedures, as well as to the expected standards of care that must be applied to a collection. 5.1 Museums Australia Code of Ethics

5.4.1. Museums Australia (1999), Inc. Code of Ethics, in particular section 3 Acquisitions to Museum Collections, section 6 Disposals, and section 8 Personal Responsibility of the Museum Officer to the Collections.ⁱ

As members of the Australian museum community's professional association, Museums Australia, both the Town Hall Gallery and its staff are obliged to adhere to the ethical guidelines of this document. The document extends to all of the main museum types, not just art museums, but many of the references to working with heritage, natural, scientific and cultural material may also apply directly to some areas of art museum practice.

5.4.2. 5.2 International Council of Museums Code of Ethicsⁱⁱ

ICOM's Code of Ethics (2006) forms the basis for nationally developed codes, such as those of Australia (referenced in 5.1), and provides the foundation for museum and gallery practices world-wide. By its own definition, *it sets minimum standards of professional practice and performance for museums and their staff.*

5.4.3. 5.3 Museums Australia Indigenous Guidelinesⁱⁱⁱ

Museums Australia Inc (2005), *Continuous Cultures, Ongoing Responsibilities Principles and Guidelines for Australian Museums working with Aboriginal and Torres Strait Islander cultural heritage.*

The Town Hall Gallery collection currently contains no works by indigenous artists, but it is likely that such work will enter the collection in the future.

5.4.4. 5.4 Valuing Art, Respecting Culture: Protocols for working with the Australian Indigenous visual arts and craft sector^{iv}

This document presents protocols both to guide non-Indigenous people in their relationships with Indigenous artists and communities, and assist Indigenous artists to define their rights. It has been prepared by the National Association for the Visual Arts (NAVA).

5.4.5. Australian Registrars Committee Code of Ethics

Law, C., Belcher, C. and Cooper, C. (2003), *Everyday Decisions. A Code of Ethics for Australian Registrars*, Australian Registrars Committee, Campbelltown.

5.5. Financial Implications

The implementation of the public art master plans for Hawthorn and Camberwell will require consideration within future Capital Works budget processes and investigation of funding from both the philanthropic and private sectors. As the Camberwell library and office project is programmed for redevelopment in 2011/12, consideration of a public art installation will be referred to the 2011/12 budget process.

Future public art budgets will be reviewed on a project by project basis and be forwarded through the annual budget process. The actions contained in the strategy identify the funding sources

As more public artwork is added to the collection, ongoing budget requirements will be required for condition reporting, maintenance and promotion.

Corporate sponsorship to assist with funding large scale public artworks will also be investigated

6. References

6.1. Related documents

Public Art in Boroondara is guided by various management policies, some of which are official documents of the City of Boroondara; others are research studies which collect primary data. Many of these documents have a strong impact on how the Town Hall Gallery Art Collection strategy will be developed.

It is evident that many of these documents build on the findings of the ones which precede them. This review does not include other documents and research which will be referred to in this study but have not been generated by the City of Boroondara or its contractors, such as general art and culture studies.

Relevant policy documents and other reports

title	
1	Arts & Culture in Boroondara 2008
2	Arts and Cultural Strategy 2008-2013
3	Our Boroondara – Our City, Our Future
4	Summary of the Indigenous Heritage Study
5	The Town Hall Gallery Governance Document 2007-2010
6	Town Hall Gallery Art Collection Strategy Background Paper by Cultural Connotations 2010.
7	Trust Deed. Town Hall Gallery Gift Fund
8	Town Hall Gallery Collection Acquisition Policy
9	Sponsorship and Acknowledgement Policy and Sponsorship Guidelines

6.2. Definitions

All artworks in Boroondara are part of the Town Hall Gallery Collection and are managed according to the Town Hall Gallery Governance Document, which includes the Town Hall Gallery Collection Acquisition Policy.

THGAC	Town Hall Gallery Art Collection
Local artist	This is an artist who lives or has lived, worked or has worked in Boroondara, and includes artists of a diversity of cultural backgrounds, ages, genders, creative practices.
Work by local artists	This is work produced by local artists here and overseas, the work of expatriates or works by artists who contribute to Boroondara's cultural heritage.
Work of local subject matter	This identifies work which illustrates local cultural values, and work which explores local subject matter.



7. Acknowledgements

The contribution of community members, stakeholders, visual artists and colleagues throughout the extensive consultation process is appreciated.

In particular, acknowledgment must be made to the author of the report and background information which is the basis of this strategy.

Prepared for: City of Boroondara
Author: Annette Welkamp, Cultural Connotations

i www.museumsaustralia.org.au/dbdoc/maethics.pdf

ii <http://icom.museum/ethics.html#intro>

iii http://www.museumsaustralia.org.au/dbdoc/ccor_final_feb_05.pdf

iv <http://www.visualarts.net.au/files/VARC.pdf>