

**POLICY NAME:** PUBLIC ART  
**POLICY REF:** P03  
**MEETING ADOPTED:** 22 August 2024  
Resolution No. 220824/10  
**POLICY HISTORY:** 280520/16; 280716/34; 250805/19;  
260712/23



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## OBJECTIVE

The objectives of this policy are:

- a) to encourage the provision of innovative items of public art in key locations which identify and reinforce the shire's cultural identity, community values and create a stronger sense of place;
- b) to promote artistic expression by providing opportunities for artists, designers and local community groups/organisations/individuals to present quality works; and
- c) to reinforce Council's commitment to ensure that public art is a valued and legitimate means of interpreting and celebrating Ballina shire's unique heritage and contemporary culture in publicly accessible spaces.

## POLICY

To achieve the objectives of this policy, the following mechanisms will be used to provide public art on public land, such as parks, recreation areas and streetscapes, and buildings and on private land that interfaces with the public domain.

### 1. Development and Public Art

Commercial premises, retail, or tourist and visitor accommodation and recreation facility (major and outdoor) developments over a certain value incorporate an item of public art as an integral part of that development in a civic space.

The provision of public art by private developments is governed by the section on Public Art in Chapter 2 of the Ballina Shire Development Control Plan (DCP).

Development proponents may engage a public art consultant to assist in the preparation of documents and the selection of artists. They are encouraged to seek the advice of the Public Art Advisory Panel and refer to the Northern Rivers Community Gallery (NRCG) for local artists and art professionals who have expertise in public art works.

### 2. Council and Public Art

- a) Council, as part of the annual preparation of its Operational Plan, will consider a budgetary allocation for the provision of public art.
- b) Council will integrate public art into its master planning for all open spaces and public domain areas and consider public art in the design of new or refurbished Council assets such as buildings and other infrastructure that has an interface with the public domain.

- c) Council will coordinate a Public Art Advisory Panel that is responsible for providing advice to the Council's General Manager in relation to the effective implementation of this policy. The membership of the panel will be as follows:
  - i) Three Councillors (one from each ward), each will have voting rights.
  - ii) At least one suitably qualified arts industry representative, (locally based with expertise in the arts and available to attend meetings as required), with voting rights.
  - iii) Council staff members (as determined by the General Manager) – no voting rights.

The panel will operate under a Terms of Reference prepared by Council's General Manager but will not be provided with delegations of the Council's authority.
- d) Council will maintain a register of public art within the shire.
- e) Council owned public art works will be appropriately maintained and insured in accordance with Council's Asset Management Policy.

## BACKGROUND

Ballina Shire is located within the Northern Rivers region of New South Wales and is part of the traditional Country of the Bundjalung people.

Council acknowledges our community's strong cultural and historic ties to the land, the quality of the shire's natural and environmental attributes, and the strength and diversity of the region's artistic community.

These values, recognised and embodied in Council's Community Strategic Plan and Ballina Shire Cultural Plan underpin Council's desire to support the provision of public art in prominent locations within the shire. In so doing, the potential for public art to contribute as an economic stimulus within our local community through job creation and visitation is also recognised.

A Public Art Policy was first adopted by Council in August 2005 outlining the processes for the procurement, co-ordination and management of public art. Council has a desire to continue its commitment and effectiveness in this aspect of its operations.

Implementation of the Public Art Policy has the potential to deliver the following benefits:

- a) Improve the visual appeal and amenity of the shire's urban environment
- b) Promote social inclusion and recognise differing community values
- c) With the Shire's Aboriginal community, foster understanding of local Aboriginal identity, culture and heritage to promote and facilitate reconciliation
- d) Reinforce the cultural identity of Ballina Shire and its place within our region and express the "distinctiveness" of the different localities in our shire and
- e) Support public artists and art professionals and provide opportunities to engage artists and the community in local creative projects.

## DEFINITIONS

<b>Council</b>	Ballina Shire Council
<b>Community public art</b>	Public art that involves members of the community, or a community or service-based organisation in its design or creation, in consultation with and supervised by a public artist/s or art professionals.

**Public art** Lawfully undertaken permanent or temporary artistic works, activities or expression created for and located within public spaces or on private property which is generally accessible to members of the public. The artwork may have a primary or secondary function of utility value as an item of operational furniture or equipment.

**Public artist** An artist skilled and experienced in the creation of public art.

## **SCOPE OF POLICY**

This policy applies to:

- Council employees and contracted employees/consultants
- Councillors
- Ballina Shire Public Art Advisory Panel
- Community members
- Public artists and art professionals
- Proponents of eligible commercial premises, tourist and visitor accommodation and recreation facility (major and outdoor) developments.

## **RELATED DOCUMENTATION**

Related documents, policies and legislation:

- Ballina Shire Council's current Community Strategic Plan, Delivery Program and Operational Plan
- Our Community: Our Culture - Ballina Shire Cultural Plan 2014-2020
- Ballina Shire Development Control Plan 2012
- Master Plans and Plans of Management for Crown and Council-owned land
- Council procedure – Use of Public Infrastructure for Public Art
- Commissioning Public Art - Expression of Interest – Artist Brief
- Ballina 2035: Ballina Major Regional Centre Strategy
- Ballina Shire Public Art Register
- Ballina Shire Asset Management Policy

## **REVIEW**

The Public Art Policy will be reviewed at least every four years.