

# Draft Public Art Policy Review

## Background

Councillors adopted a Draft Public Art Policy during its Ordinary Council Meeting on Tuesday June 21, 2022.

The draft policy provides a clear and transparent process for assessing and making decisions about the design, placement, and preservation of art in public spaces in the Strathbogie Shire, with the aims of:

- Enhancing new and existing public spaces,
- Growing a public art collection that demonstrates strong contemporary art practice,
- Reflecting stories, themes, and issues relevant to our community; and
- Providing opportunities for place-making and community engagement.

The policy comes after a strong interest from the community in establishing public art.

## The Engagement Approach

Our overarching goal was simple. We wanted to show our community that we are listening to their desire for public artworks. The draft policy was open for public comment to ensure it met the needs and expectations of those who have worked art to drive public art as well as the general community.

A Share Strathbogie page housed the draft policy and provided an avenue for submissions.

Our community was informed through clear, consistent and honest communication using all our communication channels to encourage key stakeholders, community groups and individuals to provide their feedback on the draft policy.

We used a combination of media releases, social media posts, website content, and information in our weekly newspaper advert explaining how the community could have its say.

Stage	Purpose	Goals	Tools and Methods
One	Inform  To create awareness	To inform the community the Draft Public Art Policy has been released for public comment.  To encourage the communities to provide feedback on the policy itself.	<ul style="list-style-type: none"> <li>• Media release</li> <li>• Social media</li> <li>• Website content</li> <li>• Advertising</li> <li>• Internal communications</li> </ul>
Two	Engage  To provide information and advice	To provide applicants with the opportunity to provide feedback on the Draft Policy	<ul style="list-style-type: none"> <li>• Share Strathbogie</li> <li>• Media release</li> <li>• Social Media</li> <li>• Website content</li> <li>• Advertising</li> <li>• Internal communications</li> </ul>

## **Participation and reach**

The Share Strathbogie page received 110 views.

A total of four submissions were received during the consultation period which was open for four weeks.

## **Recommendations**

The submissions received were reviewed and minor amendments were made based on one particular response. The other three responses were broader in nature and referred to the application of the policy, the installation of public art and art and sensory activities more broadly, not specific to the policy or to public art by definition.

Each submission received a letter of response from Council, thanking them for their contribution and outlining the next steps in regard to the policy adoption.

## Findings

Submission	Submission
1.	<p>I think the new garden area in Binney St would be enhanced by an art installation, similar to the wren that was in the park for a while.</p> <p>The garden looks good and will improve as the plants grow, but lacks any 'wow' factor.</p>
2.	<p>Draft Public Art Policy feedback..... Please consider.....</p> <p>Part 1.2. This sentence “..... The artwork design will respect all “parts” of the community....” might read better with words like - aspects - elements -??</p> <p>Part 5.1.1 You have covered Maintenance &amp; Criteria but I don't see any Public Safety requirements to the policy ..... or does this come in another policy or the actual contractual details? (hope that's not a redundant question)</p> <p>Part 5.2.3 Could include an OH&amp;S requirement? Hope that helps. Thank you for the opportunity to send feedback..... it's good to see that the community is now well established as a partner with our Shire and Council.</p>
3.	<p>Nice write up. Objectives/goals underpinning policy have been clearly communicated and understood and appear to align with community values.</p>
4.	<p>Just a quick comment - mostly to thank the Shire for providing ratepayers and residents with the opportunity to contribute.</p> <p>If by 'public art' we also include song and theatre and dance 'art' performance, I would very much like to see a Shire in which:</p> <p>(1) street spaces are set aside where local and aspiring artists can 'book' spaces to perform, play and dance on a short-term (eg day only) basis. Wangaratta Council has implemented such a scheme - where local performers can 'busk' in designated spots in the city, after booking a space online first</p> <p>(2) "Speakers' Corners" or something similar in Binney St could be a great idea.</p> <p>(3) The Foyer space in the Euroa Community Cinema could be a worthwhile space for small 'on the wall' and installation spaces to be displayed on a short-term basis.</p> <p>(4) I would very much like to see local primary and secondary school art promoted by the Shire and schools working in support of each other. One great spot might be short films and presentations pre-screening at sessions of the Euroa Community Cinema.</p>

	<p>Regarding the Public Art Policy: I think it might be a great idea if "Sensory Friendly" gardens could somehow be incorporated into our public places and public buildings - the Seymour Public Library in Anzac Pde Seymour is an excellent example of how public spaces can be made 'sensory friendly' and incorporate public art -- on a nice sunny day the entire glass back wall of the library can be wound back to make an 'open air' reading space with plant- and water-based features.</p>
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