

Public Art Framework

2021-31

# Acknowledgement of Traditional Owners

The City of Melbourne respectfully acknowledges the Traditional Owners of the land, the Wurundjeri Woi Wurrung and Bunurong Boon Wurrung peoples of the Eastern Kulin and pays respect to their Elders past, present and emerging. We are committed to our reconciliation journey, because at its heart, reconciliation is about strengthening relationships between Aboriginal and non-Aboriginal peoples, for the benefit of all Victorians.

# Council Plan 2021–25

The Council Plan 2021–25 sets out our strategic direction and commitment to the community for the next four years. Based on six strategic objectives for our city, this is our detailed plan for our city’s revitalisation and considers the needs of all people who access and experience the City of Melbourne municipality. For more information visit [melbourne.vic.gov.au/council-plan](https://www.melbourne.vic.gov.au/about-council/vision-goals/Pages/council-plan.aspx)[[1]](#footnote-1).



Melbourne is a city defined by its places, people and cultures, assets we want to celebrate and protect. Driven by our creative, entertainment and education sectors we will ensure Melbourne remains a unique, vibrant and creative city with world-leading liveability.Contents

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# Foreword

Public art reveals and enriches our city. It adds wonder to our everyday life, from a luminous mural that catches your eye as you step on a tram, to a fleeting moment with a flock of digital birds on a grassy verge.

Melbourne is renowned for the diversity and boldness of its creative community. We attract, support and present creative works that both capture our imagination and create a legacy for the city.

In this 10-year City of Melbourne Public Art Framework, we now have guiding lights for the commissioning of new public artworks so they truly reflect our unique identity and place. The framework sets out a clear purpose and principles to guide our future investment in public art in Melbourne over the next 10 years.

This new framework draws on our Economic Development Strategy, which encourages a cultural resurgence.

Before COVID-19, the creative industries were job powerhouses, contributing $31 billion to the economy annually and employing 260,000 people, or 8 per cent of our workforce. This has shaped Melbourne as a vibrant city where people want to live, work and play.

We know that public art fosters recovery. It increases tourism, economic activity and foot traffic. A recent report found that by investing $1 million a year in creative programming, we can expect a return of $4.5 million once border restrictions have lifted.

Our public art program supports Council’s vision for joint e ort. We consult widely with major cultural organisations including the National Gallery of Victoria, Australian Centre for the Moving Image and the Australian Centre for Contemporary Art.

We are informed by our 10-year Creative Strategy, which weaves the work of our creative practitioners into the fabric of the city. We commission new artworks, nurture emerging and established artists alike, and share skills.

This new framework sets out clearly our guiding principles. We look forward to working with developers and others incorporating public art into private developments.

Our city is all the richer when new public artworks build in strong ties to their locations, reflect Aboriginal Melbourne and express our stories in works of enduring significance.

Sally Capp, Lord Mayor City of Melbourne

Councillor Jamal Hakim, Creative Melbourne portfolio lead

# Introduction

## A changing Melbourne – the context for public art

The creative industries are playing a key role in the City of Melbourne’s social reactivation and economic recovery. By advocating for, and developing ambitious public art projects, we are drawing residents, workers and visitors back into the city and its businesses so that Melbourne can reaffirm its position as the world’s most liveable and creative city.

Melbourne’s creative industries have been jobs powerhouses, contributing $31 billion to the economy annually and employing 260,000 people or 8 per cent of the state’s workforce. This in turn has helped Melbourne develop and support a vibrant city with over 1600 cafés and bars in the municipality where people want to live and socialise.

# Strategic Context

## Council vision and goals

The Public Art Framework draws inspiration and direction from the City of Melbourne’s Economic Development Strategy, which outlines the significant impacts of COVID-19 on the city. It details our immediate recovery and reactivation approach, as well as our proposals for sustained economic prosperity in the medium and long term.

### A business-friendly city

Building the recovery on new business formation, investment and growth.

### A creative resurgence

Designing a new value proposition for the city.

### Post-COVID 3000

Increasing the supply of housing for city workers.

### Beyond the office

Stimulating a mix of industries through precincts and innovation.

### Unlock climate capital

Transitioning to a leading low-carbon economy.

### Diverse city

Growing Melbourne’s diversity as an asset to society and the economy.

### Digitally connected city

Adapting to connectivity as a knowledge-enabled, smart city

### A joint effort

Collaborating for a thriving city economy.

The Creative Strategy 2018–28 outlines the City of Melbourne’s rationale for and commitment to involving creative practitioners in the challenges and opportunities inherent in each of the city’s eight goals and in the development of bold new thinking and activities that respond to them. Month by month, year by year, over a decade we will challenge people to imagine how Melbourne might respond to these challenges if it were the most creative city in the world.

The new Public Art Framework is one of a series of documents that translate the strategic direction and ambition of Future Melbourne, Council Plan, the Creative Strategy and the Arts Infrastructure Framework into the operational detail required for everyday decision making and action.

# A changing Melbourne – our role

As one of Australia’s cultural capitals, the City of Melbourne has a distinct and unique role to play in the commissioning of public art. Public artwork underpins our vision to be a bold, inspirational and sustainable city.

The City of Melbourne’s public art program interprets Melbourne’s unique historical, cultural, social and ecological environments. Through extraordinary public artworks, we reveal our city’s spirit, culture and liveability.

## Scope of the framework

Public art is defined in its broadest sense as the process of artists responding to the public realm, whether in their own right or as members of multidisciplinary teams, to which they contribute research, reflection, expertise and creative propositions.

This framework covers the following activities and will influence and shape all future commissions and programs by or on behalf of the City of Melbourne or its interests.

|  |  |
| --- | --- |
| Activity | Definition |
| Temporary works | Temporary works are installations, performances or actions that activate or exist in a location for a specific period of time. They tend to be exploratory and experimental and can have an expected lifespan of a single day up to five years. They enable a dynamic and responsive environment that allows people to encounter the unexpected, challenge perceptions and offer new experiences. They also provide opportunities to test and trial ideas, produce topical and responsive work and support young and emerging artists to build their capability in the public realm. Temporary works may sometimes be further developed into permanent commissions. |
| Permanent works | Permanent works have an expected lifespan of more than 25 years. Permanent works can be site specific or site responsive and may be integrated into a landscape or civic development. Major commissions (that is, commissions with a budget of more than $1 million) do not take place annually. They respond to significant development opportunities and can involve up to 10 years of development. These enduring cultural assets become part of the City of Melbourne’s Art and Heritage Collection and are managed and maintained accordingly. |
| Art in private development | The City of Melbourne encourages public art commissions devised, developed and delivered by third parties. The City of Melbourne will help influence and implement best practice in the commissioning of public art through the objectives outlined in this framework. |
| Investment by others: gifts, philanthropy and partnerships | Offers of public art works or partnerships, permanent or temporary. |

## Why do we need a public art framework?

The framework sets out a clear purpose and principles to guide our future investment in public art in Melbourne over the next 10 years. The rationale is to:

**Affirm the critical role of Traditional Owners**

Affirm the sovereignty and critical knowledge, values and insights of Traditional Owners in the planning of site-specific works for Melbourne’s public realm.

**Provide guidance on delivery of commissions**

Set out transparent processes to guide how our temporary and permanent public artwork commissions will be governed and delivered.

**Provide a clear purpose**

Establish a clear purpose for investment in public art that aligns to the impact we wish to have.

**Target our resources effectively**

Invest our funding where we can have the greatest impact on the transformation of Melbourne’s public realm.

**Provide clarity on the role we play**

In alignment with our principles, establish the various roles the City of Melbourne plays in achieving outstanding works of art.

**Provide confidence for external collaborators and partners**

Set out our approach to how we will work with collaborators, partners and investors to develop public art.

## What we want to see

|  |  |
| --- | --- |
| **A shift away from public artwork** | **A shift towards public artwork** |
| With little relationship to its location  | In response to its location and environment |
| Constrained creatively  | Bold, dynamic and ambitious in nature |
| Easily found elsewhere | Intrinsically of this place |
| As an add-on to capital work projects | Embedded into capital work projects |
| Created from a Eurocentric perspective | Informed by an Aboriginal world view |

## Outcomes we want to achieve

The desired outcome of individual works of public art will vary, depending on location and context.

In considering each commissioning opportunity, the City of Melbourne will select two or more relevant measures to assess the impact of the artwork on those who encounter it and those involved in its creation.

These measures will be drawn from the cultural outcomes developed by the Cultural Development Network in close consultation with cultural organisations and capital cities from every state and territory in Australia.

| **What we want to achieve** | **The degree to which the artwork** |
| --- | --- |
| Cultural outcomes  | * Stimulates creativity
* Enriches people aesthetically
* Generates knowledge, ideas and insights
* Increases appreciation of cultural diversity
* Deepens feelings of belonging to a shared cultural heritage
 |
| Social outcomes  | * Improves physical or mental wellbeing
* Increases a sense of safety and security
* Enhances social connectedness
* Bridges social differences
* Increases feelings of being valued
 |
| Economic outcomes  | * Enhances professional and/or practice capability
* Develops employment-enhancing skills
* Increases individual economic wellbeing
* Contributes to the local economy
 |
| Governance outcomes  | * Access to beneficial networks and other resources increased
* Enables agency and voice
* Enhances civic pride
* Inspires a positive community future
 |
| Environmental outcomes  | * Enhances a positive sense of place
* Increases understanding of environmental issues
* Increases appreciation of the natural world
* Motivates environmental stewardship
 |

## Guiding principles

We will use our principles to guide all commissioning choices we make.

### Principles

In the creation of public art the City of Melbourne will:

1. Foster appropriate engagement with the critical knowledge, values and insights of the Wurundjeri Woi Wurrung and Bunurong Boon Wurrung peoples of the Eastern Kulin.
2. Undertake robust research that enables public art to reveal the underlying spirit of the city.
3. Foster new connections, thinking and activities.
4. Strive for excellence that generates critical success within and beyond our borders.
5. Prioritise bold ideas and creative ambition.
6. Support public art that engages the public through new experiences and a sense of the unexpected.
7. Prioritise public artworks that contribute to the transformation of Melbourne.
8. Leverage the commissioning of public art to build capability in the creative sector and more broadly.

## Priorities

Our priorities and deliverables make clear where the City of Melbourne wants to target its e orts to have the greatest impact. The principles, priorities and deliverables will be reflected in all of theCity of Melbourne’s public art commissions.

**Outstanding quality**

Works of international standing

Public art draws visitors to our city, boosting the economy and improving our international reputation and standing.

**Uniqueness**

Works that are unique to this place

Public art generates a powerful and memorable sense of connection to our city and each other.

**Capability building**

Processes that build capability

Commissioning of public art generates many opportunities for learning and development.

### **Key deliverables**

* We commission public art informed by the values and insights of Traditional Owners.
* Public art that pushes the bar of creative excellence and potential for critical success.
* Public art that features a strong degree of boldness and experimentation.
* Public art of enduring significance.
* Public art that expresses the unique history, meaning and future of its location, its people and their stories.
* Public art that transforms the experience of the public realm.
* Public art that appeals to or inspires wide public engagement.
* Public art inspired by new connections and thinking.
* Development of diverse and emerging artists to deliver public art.
* Development of the private sector to deliver public art of international calibre.

## How will we measure success?

Great public art requires a significant investment in time and money. To ensure this investment is strategic, consequential and wise we will build comprehensive output measures into our projects individually and collectively.

These factors complement how we measure whether we have achieved the outcomes we seek as outlined in the outcomes we want to achieve.

* Informed by the values and insights of Traditional Owners.
* Begins with the unique knowledge, values and insights of Traditional Owners.
* Is produced by Aboriginal and Torres Strait Islander artists.
* Bold or involves a degree of experimentation.
* Contributes to the public realm experience being more vibrant, interesting and diverse.
* Supports diverse and emerging artists to deliver public art.
* Goes on to achieve critical acclaim such as positive reviews or awards.
* Stimulates social commentary and public debate.
* Offers unexpected, challenging or new experiences to the public.
* Is championed by our stakeholders.
* Could only be created on, for, or from this place.
* Is generated by new partnerships.
* Contributes to increased economic activity in its surrounding location.
* Generates increased foot traffic to its location.
* Is generated by corporate and private sector investment.

## Governance

Public Art Advisory Panel

In 2000, the City of Melbourne established an independent Public Art Advisory Panel of experts. The panel’s role includes reviewing and considering Council’s public art plans and briefs, programs and projects, and providing advice to Council.

Panel members have an array of arts, cultural, architectural and urban design expertise. The panel is currently chaired by Senior Aboriginal Elder N’Arweet Dr Carolyn Briggs AM and has an Aboriginal quorum.

The terms of reference for the panel ensure that Council receives expert, independent advice in order to deliver a public art program of international renown.

## Acquisition and commissioning guidelines

The City of Melbourne has acquisition and commissioning guidelines that both drive, and respond to, strategic opportunities to investigate, develop and present a public art program of international renown.

* The City of Melbourne’s Acquisition and Commissioning Guidelines guide, and respond to, strategic opportunities to investigate, develop and deliver a public art program of international renown.
* The guidelines are guided by Council’s Public Art Advisory Panel and underpin the criteria for each specific public art commission.
* The guidelines allow for a flexible program structure that meets the specific needs of individual public art opportunities.

## Key phases for commissioning

The City of Melbourne commissions public art under three phases:

* **Investigation phase**

Commissioning opportunities will be subject to a scoping process and assessment against the principles and priorities of the Public Art Framework for referral to Council’s Public Art Advisory Panel.

* **Development phase**

Once a commission has been awarded, the City of Melbourne will work with the artist on the development of their proposal.

* **Presentation phase**

The City of Melbourne will oversee the installation of the artwork and its possible acquisition into Council’s Art and Heritage Collection.

## Implementation

### **Investigation phase**

During the investigation phase, the City of Melbourne will ensure every project begins with the unique knowledge, values and insight of the Traditional Custodians of the East Kulin Nation.

Encourage others in the cultural, public and private sectors to partner with us to investigate, develop and deliver outstanding temporary and permanent works in the public realm.

**Permanent commissions**

Invest in thorough site research to ensure permanent works are led by local, national and international highly credentialed and experienced creative practitioners.

Provide capability development opportunities for other less experienced practitioners.

Provide appropriate funding for artists invited to investigate sites, the city and their ideas.

**Temporary commissions**

Support a range of programs for investigating public realm ideas, such as Test Sites and LAB (or equivalent).

Support artists with a range of experience levels to explore ideas in the public realm on a temporary basis.

### **Development phase**

Develop and support ongoing engagement with Traditional Owners and Eastern Kulin intelligence in the development of permanent and temporary works.

Work with cultural, public and private sector organisations to expand the scale or reach of artwork being developed for the public realm by others, demonstrating best practice through our own public art projects. It will do this by developing collaborative relationships and through our process and quality guidelines.

**Permanent commissions**

Collaborate with artists in the development of their commissions, protecting and trusting the creative process and enabling artists to do their work.

**Temporary commissions**

Provide a range of support mechanisms to practitioners to enable them to move from ideas generation to the presentation of temporary works.

Deliver temporary public art through an annual program as well as less frequent special programs and events.

### Presentation phase

Work to ensure that permanent and temporary commissions are presented to the highest international standards for Melbourne audiences.

Work with cultural, public and private sector organisations so that permanent and temporary commissions are presented to the highest international standards for Melbourne audiences.

**Permanent commissions**

Support the safe installation of site-specific permanent works of art in the public realm that are of outstanding quality, enduring, and commensurate with an ambitious and dynamic city.

**Temporary commissions**

Support the safe installation of temporary public artworks that invigorate our public realm.

## Capacity building

### Test Sites

The Test Sites is a capacity building program that gives emerging artists opportunities to explore and experiment with creative ideas for temporary projects in the public realm. The Test Sites program includes:

* project funding
* mentorships
* workshops for those new to exploring public realm and spatial practice.

The program has been structured into two distinct strands:

* workshops
* projects.

Test Sites projects give emerging artists the opportunity to experiment, research, develop and test ideas in the public realm with support from the City of Melbourne.

* Artists can apply for funding to develop and test an idea in the public realm.
* Specific areas of interest in the city are selected to engage artists in a civic dialogue in response to a site brief.
* The program focuses on the process of developing public art rather than the presentation of finished work.

## Leadership

Provide information, resources and advocacy on best practice in the identification, investigation, commissioning and delivery of public art projects.

Deliver strong communications platforms and advocacy that recognise and promote the role and value of art in the public realm.

Encourage investment in public art activity (see Investigation and Development phases in the Implementation section).

## Planning and supporting public art

### Inclusive planning

Great public art projects rely on planning for the potential of permanent public art as early as possible in all civic, transportation and placemaking projects. These requirements include the following types of development projects:

* capital works and placemaking projects, masterplans and precinct developments
* major street upgrade and development projects
* infrastructure projects funded by the City of Melbourne
* architectural projects where public space objectives and public art outcomes can be achieved through collaborations between artists and architects
* park and landscaping developments where public space objectives and public art outcomes can be achieved through collaborations between artists and landscape architects
* greenfield and brownfield precinct developments funded by the City of Melbourne or where the City of Melbourne is a major partner.

## Investment by others

City of Melbourne will work closely with others to achieve dynamic and distinctive public artworks and activities across the municipality. We will work to secure investment in public art activity from others in the cultural, private and public sectors, and in communities:

* through direct partnerships (via dollar for dollar investment) to achieve public art priorities
* by means of Floor Area Uplift schemes or any council- controlled public art incentive schemes that the City of Melbourne may devise
* through philanthropy, gifts and bequests
* by straightforward permitting processes where appropriate, including facilitating activity through building consent processes
* by encouraging and facilitating the independent public art activity of others
* by demonstrating leadership in the achievement of high-quality placemaking through public art.

## Offers of public artworks or gifts

Offers of public art works or partnerships, permanent or temporary, existing or proposed, will in the first instance be subject to a scoping process and assessment against the principles and priorities of the Public Art Framework for potential referral to City of Melbourne’s Public Art Advisory Panel. Any offers that clearly do not align will not be progressed further. If referred, the panel will consider the proposal and provide advice based on criteria including artistic merit and alignment to the Public Art Framework and the public art acquisition and commissioning guidelines.

The recommendations of the Public Art Advisory Panel and the internal committee will be presented to Council.

**How to contact us**

Online: City of Melbourne [website](https://www.melbourne.vic.gov.au/Pages/home.aspx)[[3]](#footnote-3)

**In person:**

Melbourne Town Hall - Administration Building
120 Swanston Street, Melbourne
Business hours, Monday to Friday
(Public holidays excluded)

**Telephone:** 03 9658 9658
Business hours, Monday to Friday
(Public holidays excluded)

**Fax:** 03 9654 4854

**In writing:**
City of Melbourne
GPO Box 1603
Melbourne VIC 3001
Australia

**Interpreter services:**

We cater for people of all backgrounds. Please call 03 9280 0726.

**National Relay Service:** If you are deaf, hearing impaired or speech-impaired, call us via the National Relay Service: Teletypewriter (TTY) users phone 1300 555 727 then ask for 03 9658 9658
9am to 5pm, Monday to Friday (Public holidays excluded)

1. https://www.melbourne.vic.gov.au/about-council/vision-goals/Pages/council-plan.aspx [↑](#footnote-ref-1)
2. https://participate.melbourne.vic.gov.au/ [↑](#footnote-ref-2)
3. https://www.melbourne.vic.gov.au/Pages/home.aspx [↑](#footnote-ref-3)