

art + place

policy framework

1.0 Statement of purpose

The Queensland Government Public Art Fund, **art+place**, outlines a policy framework and guidelines for a new fund of \$12 million, invested over three years from 1 July 2007 – 30 June 2010.

The **art+place** policy framework and fund builds on the achievements of the former whole-of-Government *Art Built-in* policy and program, which was effective from 1 July 1999 to 30 June 2007. *Art Built-in* was instrumental in changing the culture of the public building sector in Queensland, generating employment for Queensland artists and arts workers and raising community awareness about public art and the role of artists in society.

The **art+place** policy framework aims to capitalise on this success and ensure Queensland continues to be a national leader in public art policy. This will be achieved by a strong commitment to greater flexibility and better quality control in the commissioning of public art.

The Queensland Government's public art collection *ArtWorks Queensland* will be maintained under the new **art+place** policy framework, and includes all existing inventoried Queensland Government public art and Queensland Government commissioned new work.

The Queensland Government's whole-of-Government policy framework acknowledges the vital contribution public art makes to the experience of public places within the built environment of Queensland's cities and remote and regional urban centres. It is generally recognised that innovative, creative and animated public spaces have a competitive economic edge and enhance community capacity building, social interaction and quality of life.

Under the **art+place** policy framework, Queensland Government departments, local government, not-for-profit arts and cultural organisations, arts and cultural festivals and private sector partners will be able to access the fund. With an annual allocation of \$4 million, the centralised **art+place** fund will be managed by Arts Queensland and offers a flexible funding model with streamlined administration. Artwork commissioning funds will be drawn from this centralised allocation, enabling significant artwork commissions for public precincts and places.

The funding model is consistent with existing grant allocation models already in place for key programs in Arts Queensland and will be integrated into Arts Queensland's current Strategic Planning and Funding Framework. The appointment of a Queensland Government Curator and an **art+place** Curatorial Panel (the Panel) will ensure high-quality artistic outcomes, efficient administration of **art+place** and best-practice development of the government's public art collection *ArtWorks Queensland*.



Fiona Foley, *Black Opium*, 2006–07. State Library of Queensland, South Bank. Photo: Aperture Architectural Photography

2.0 Background

In 1999, the Queensland Government created the state's first public art policy, *Art Built-in*, to enliven public spaces and buildings by commissioning art projects in association with the Government's construction program. The *Art Built-in* policy required that 2% of the gross project cost of applicable Queensland Government capital works, in excess of \$250 000, be allocated for integrated public art and design. Since 1 July 1999, the program commissioned \$27 million worth of public art across Queensland and generated employment for Queensland artists, designers and arts workers. The success of the public sector leadership in public art practice is further evidenced by the strong presence of private commissioning in major capital works and residential projects.

An independent evaluation of the *Art Built-in* policy and program was undertaken in 2005–06 by Professor Michael Keniger, Deputy Vice-Chancellor (Academic), The University of Queensland and former Queensland Government Architect. Professor Keniger's overall finding was that *Art Built-in* achieved significant artistic, cultural and social outcomes for Queensland and raised awareness of the value of the built environment and public space. The Keniger Report recommended that the Government retain its commitment to public art and identified options to achieve world-class public art through the creation of a centralised public art fund and implementation of more flexible administrative processes.

3.0 Definitions

3.1 art+place: The Queensland Public Art Fund

art+place is a centralised funding model administered by Arts Queensland to allow more effective planning and commissioning capacity for high-quality public art projects. This centralised fund addresses whole-of-Government priorities for Queensland, is responsive to emerging policy issues for Government and identifies public art opportunities for significant community events, such as Queensland's 150th anniversary celebrations.

3.2 Public art

Public art refers to contemporary art practice that occurs outside the gallery or museum system. Historically, public art was dominated by commemorative sculpture. Best practice in contemporary public art involves a diverse range of activities that includes the integration of art and design into the public domain.

The preferred approach to public art commissioning is to include artists in project development teams at the outset of planning and delivery. Artists working in this context can create meaningful work that has a direct relationship to the local environment.

art+place encourages:

- involvement of artists and designers as part of collaborative design teams
- commission of local, national and international artists to produce permanent or temporary site-specific works
- commission of local, national and/or international designers to create distinctive products and functional items for internal and external environments
- purchase of existing works of art by local, national and/or international artists and designers to be sited in public spaces.

Public art may include or contribute towards the:

- development of community facilities
- development of public precincts and places
- cultural animation and cultural programming, including festivals and public events.

Public art project outcomes may result in:

- visual artworks including painting, sculpture, installation and digital media
- artworks that have functional aspects such as reception areas, street furniture and signage
- the design treatment of architectural spaces and hardware.

4.0 Context

The revised **art+place** policy framework reflects key themes, which are central to the future direction for arts development in Queensland. The following themes underpin the core principles and benefits of **art+place**:

- promoting a diverse, dynamic, creative culture
- strengthening partnerships and collaboration
- cultivating Queensland's unique strengths and characteristics.

4.1 Smart State strategy

The State Government's commitment to building confidence in creative processes in the Smart State Strategy is reflected in the **art+place** policy framework. Arts, culture and creativity are key components in the realisation of Queensland as the Smart State. *Smart Queensland — Smart State Strategy 2005–2015* acknowledges that our distinctive location, history and natural resources shape our competitive strengths.

art+place aligns with, and supports, the following whole-of-Government priorities:

- Managing urban growth and building Queensland's regions
- Protecting the environment for a sustainable future
- Growing a diverse economy and creating jobs
- Realising the Smart State through education, skills and innovation
- Delivering responsive government

4.2 Creative Queensland

Creative Queensland — The Queensland Government Cultural Policy is a whole-of-Government policy which sets the directions for the Queensland Government's investment in arts and cultural development. *Creative Queensland* ensures that the Smart State is a creative state, where cultural activity is supported in all its many forms. *Creative Queensland* sets a vision for Queensland to be a culturally dynamic place to live and to be rich in diversity and experiences — where ideas and talent are supported; where artistic and cultural pursuits are encouraged; and where the economy is enhanced by excellence in creative innovation.

4.3 Young people and public art

art+place seeks to encourage participation of young artists and arts workers. Public art projects provide opportunities to support young and emerging cultural workers in the transition from skills-based training and education to a professional career in the arts. Mentor opportunities for young artists and related cultural industry professionals should be provided.

4.4 Government Architect

The Queensland Government Architect has a specific responsibility to advise on urban infrastructure and architectural projects of major significance. The Government Architect will develop policies and strategies necessary to ensure that the built environment, in which civic life takes place, provides optimal outcomes including the commissioning of public art.

4.5 Capital assets strategic plan

In the context of the strategic management of buildings as physical assets, or determining the need for new buildings, the management of existing public art assets and planning for future public art assets need to be taken into account. Agencies across State Government already own public art assets that in many cases are site-specific and that form part of a building asset. These public art assets need to be considered in the asset planning phase.

The Capital Investment Strategic Plan (CISP) is the asset component of a department's overall strategic planning process. A key objective of the CISP is to consider the appropriateness of the existing building portfolio to existing and future needs and to minimise the whole-of-life costs of a department's portfolio. The Department of Public Works' *Strategic Asset Management Best Practice Guideline: Asset Strategic Planning* provides additional information on how strategic asset planning relates to ongoing asset management. The development of asset strategies through analysis and direction-setting processes provides a basis for compiling asset strategic plans and disposal, capital, maintenance and management-in-use programs formalised through the annual budget process.

5.0 Principles of the art+place policy

5.1 Commitment to artistic quality and innovation

art+place prioritises world-class public art for all Queenslanders and recognises that the involvement of Queensland, interstate and international artists will enhance the achievement of high-quality public art and provide opportunities for further collaborations.

5.2 Transparent, flexible processes

An emphasis on user-friendly processes will ensure that commissioning decisions are transparent, provide greater flexibility for commissioners (how, when and where they commission public art) and encourage the earlier entry of artists into public art projects. The earlier entry of artists should ensure quality works, assist commissioners and encourage the development of a diversity of art forms, including temporary public art.

5.3 Creating employment

Under *Art Built-In*, more than 1000 jobs were created for artists and related professionals. **art+place** will continue to create employment opportunities for Queensland artists, designers and arts workers.

5.4 Commitment to the regions

Under **art+place**, public art investment will be coordinated across the state to ensure balanced inclusion of regional projects and regional artists.

5.5 Commitment to diversity

Public art investment will be coordinated to promote outcomes that reflect social and cultural diversity. Diverse and innovative arts practice is supported, as is the need for access and support for creativity.

5.6 Best practice collection management

Under the new policy, Arts Queensland will oversee the development of the Government's public art collection *ArtWorks Queensland*. Public art commissioned by Queensland Government agencies under **art+place** will be eligible for inclusion into *ArtWorks Queensland*.

5.7 Heritage and public art

Appropriate advice will be sought from conservation architects about the heritage significance of the site or surrounding precinct on, or within which, a State Government building is to be built. The Burra Charter is used as the appropriate approach for identifying, assessing and modifying places of cultural heritage value, and these principles can also be applied to non-heritage listed places. Artist's briefs will contain historical information pertaining to the site and require artists seek to engage in a meaningful dialogue with sense of place.

5.8 Education and training

Opportunities for professional development and training exist for Queensland artists, craft workers and designers to improve workforce skills, raise general education levels and encourage innovation and flexibility through public art projects. The development of training opportunities and mentor opportunities for young and emerging artists and related cultural industry professionals will be encouraged.

5.9 Temporary public art

Temporary public art works must meet a high standard to be commissioned, and include demonstrable long-term outcomes. For example, education kits for schools resulting from temporary installations in national parks would be seen as valuable lasting outcomes able to be used in ongoing environmental awareness education. Temporary public art projects may include artist-in-residence in schools programs and other opportunities to enliven public spaces and precincts, such as festivals.

5.10 Strengthening partnerships and collaboration

Major world-class public artworks can be achieved through private sector partnerships. Such partnerships are being borne out in public private partnerships at the Southbank Institute of Technology and public art commissioned in other major, developer-driven urban developments, such as the Tennyson Riverside Development. Further guidelines will be developed outlining the scope and eligibility of commissions under private sector arrangements.

5.11 Cultivating Queensland's unique strengths and characteristics

Priority will be given to artists, designers and associated cultural industry professionals who have or can demonstrate an understanding of local cultural issues and feature the strengths and characteristics of Queensland. Where **art+place** opportunities result in the inclusion of works by national and international artists, it is recommended that a young or emerging Queensland artist be provided with a mentor or employment opportunity.

5.12 Research and publication

The Queensland Government Curator and Arts Queensland will continue to seek out partners to undertake research into public art and other related initiatives and publish this research to government, industry and the community.

6.0 Benefits of art+place

The Queensland Government plays a critical role in the social, cultural and economic development of the state. Historically, the government has managed the arts and cultural development of the state through its departmental agency, Arts Queensland. Public art ensures that art and design play a key role in our public buildings, spaces and precincts. To achieve this, **art+place** embraces the involvement of Queensland's artists in the planning, design and development stages of building projects. Not only do the outcomes enhance people's experiences of government buildings and public places, they also provide further opportunities to showcase the talents of Queensland's artists.

7.0 Eligibility

The two categories of applicants eligible to apply to **art+place** are i) Queensland Government departments and agencies, and ii) non-Queensland Government applicants such as local government, incorporated not-for-profit arts organisations, arts festivals and the private sector.

All Queensland Government departments and agencies will be eligible to apply to **art+place** regardless of their capital works programs. Government departments delivering public private partnerships and infrastructure projects (such as Southbank Institute of Technology and Tennyson Riverside Development) would also be eligible to apply to **art+place** if commissioning opportunities were identified as suitable.

Local government, incorporated not-for-profit arts organisations and arts festivals will be restricted to funding of up to \$50 000 per applicant per annum. For example, a local council's total public art commissioning program in one financial year could only receive a maximum of \$50 000 in Queensland Government funding, regardless of the number of commissions proposed.

Private developers undertaking projects in Queensland may apply to **art+place** for funding of up to \$25 000 per annum for artist fees associated with commissioning public art.

More detailed eligibility criteria are outlined in the **art+place** guidelines developed in consultation with the Department of the Premier and Cabinet, Queensland Treasury and the Department of Public Works.

Temporary public art works proposed by either applicant must meet high standards to receive funding and include demonstrable long-term outcomes.

art+place will also allow State Government expenditure on public art to strategically align with local government master planning and streetscaping projects.

8.0 Arts Queensland's role

Arts Queensland will:

- lead public art policy development, implementation and the administration of **art+place** policy and funding
- appoint a Queensland Government Curator who will have policy and program responsibility for the public art policy and *ArtWorks Queensland*, the Government's collection of public artworks
- manage **art+place** and provide secretariat support for the Public Art Curatorial Panel (Panel) and disburse monies at key project milestones approved by the Panel as required
- leverage further funding from both private and non-government public art commissioners to enhance government outcomes
- allocate a quantum from the fund annually to address education and marketing initiatives, including travelling public art fellowships as per the Keniger Report recommendation — to be recommended and approved by the Panel

- promote the availability of **art+place** funding, its objectives and guidelines to public and private sectors
- provide leadership in management and maintenance of artworks commissioned by the Panel through *ArtWorks Queensland*.

8.1 Queensland Government Curator

Arts Queensland's Government Curator will be the officer overseeing day-to-day operations of the program. The Government Curator will:

- oversee and ensure the effective promotion and efficient administration of **art+place**
- provide secretariat support to the Panel's procedures, including convening meetings, developing guiding principles and selection criteria and preparing its annual report to the Minister for the Arts
- provide initial appraisal and feedback on expression of interest (EOI) applications
- liaise and mediate between applicants/clients (including the artwork commissioning project personnel) and the Panel
- ensure that the prescribed artwork commissioning procedures are followed by all parties
- disburse funds to successful applicants and ensure accountable reporting in accordance with Queensland Government Public Sector legislation and guidelines
- develop *ArtWorks Queensland*, the Queensland Government Public Artworks Collection (see 8.3).

The Government Curator is also expected to ensure that any activity supported under **art+place** complements existing Arts Queensland programs and satisfies the Government's policy and priority areas for the arts including: artistic merit; access and equity; cultural diversity; Indigenous arts and culture; people experiencing disabilities; regional arts development; young people and emerging artists; and training and education.



Brian Robinson, *Fish*, 2005. Cairns Esplanade, Cairns. Photo: David Campbell Photography

8.2 Role of the art+place Curatorial Panel

The **art+place** Curatorial Panel is the Queensland Government's peak advisory body for public art. The Panel will advise Government on all aspects of its public art policy and program delivery including public art commissioned under the fund.

The Panel's key role will be to work with Arts Queensland's Government Curator to:

- set strategic priorities for the fund, project application guidelines and selection criteria for approval by the Minister for the Arts
- assess applications from Queensland Government departments and other applicants (such as local government, the arts industry and private sector organisations) to the Fund
- ensure the efficient delivery of good value, high-quality projects under **art+place**
- provide advice on the Queensland Government collection of public art, *ArtWorks Queensland*, as required.

The **art+place** Curatorial Panel will:

1. set three-year public art priority areas for Queensland in the context of overall Queensland Government Priorities
2. work with Arts Queensland's analysis of the State Budget Papers/Departmental Portfolio Statements annually to identify a) potential capital works public art projects; and b) non-capital works public art opportunities in departmental portfolio areas, e.g. the commemoration of significant historical events, temporary public art opportunities for festivals, environmental awareness education campaigns
3. consider applications from local government, the not-for profit arts sector and the private sector where these proposals further government priorities
4. assess and approve EOIs for public artworks and subsequent artwork commissioning — i.e. artwork commissioning plan; concept and design development; and commissioning — based on publicly advertised criteria
5. ensure adequate flexibility in the program by considering additional EOIs where significant public imperatives or opportunities may arise
6. ensure access and equity issues are observed in recommending commissions such as regional outcomes and opportunities for young and emerging artists
7. observe legislative requirements and national arts industry codes of conduct and protocols in regard to the visual arts, craft and design sectors and Indigenous arts sector where applicable
8. approve reports on completed artworks and associated artwork maintenance manuals, and recommend acceptance of those artworks commissioned by departmental agencies which should be accessioned into the Queensland Government collection, *ArtWorks Queensland*
9. advise and make recommendations on significant public artworks commissioning initiated by departmental agencies with their own resources
10. report annually to the Minister for the Arts on the outcomes and achievements of **art+place**.

8.3 *ArtWorks Queensland*

Developing *ArtWorks Queensland*, the Queensland Government public artworks collection, will be part of the Government Curator's role. *ArtWorks Queensland* is a state art collection that was brought together as an outcome of *Creative Queensland – The Queensland Government Cultural Policy*. *Creative Queensland* outlines the State Government's commitment to the collection, preservation, presentation, documentation and interpretation of objects that enhance public places, establish and maintain a sense of community, and assert Queensland's identity in all its diversity. *ArtWorks Queensland* is a dispersed collection that exists outside the traditional museum or gallery system. Public art commissioned under the new policy by Queensland Government departments and agencies, local government and private partners is eligible to be considered for inclusion in *ArtWorks Queensland*.



8.4 **Public art resources**

The *Art Built-in* toolkit will be revised in light of the new **art+place** policy, but retains relevance to agencies and public art project managers seeking a coherent and consistent process to assist with the commissioning activity. Concept design and design development and commissioning will be required for new projects.

Matthew Tobin, Daniel Tobin, UAP design team, *Emporium fit-out*, 2006. Emporium Hotel, Fortitude Valley. Photo: Aperture Architectural Photography

9.0 Evaluation

art+place outcomes will be evaluated according to:

- Ministerial Portfolio Statement and Department of Education, Training and the Arts annual reporting
- enhanced performance measures derived from existing *Art Built-in* public art project review and evaluation systems, including a post-occupancy building review
- evaluation and assessment against the Panel-approved Artwork Commissioning Plans.

Arts Queensland will work with the Panel to report public art outcomes to the Minister for the Arts on an annual basis.

Arts Queensland will also publish an annual survey of the most outstanding outcomes achieved to increase accountability to the arts and built environment sectors and the public.