

PUBLIC ART FRAMEWORK

2021-31



CITY OF MELBOURNE

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



Melbourne's unique identity and place

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.

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November 2021

Cover image: Sean Lynch, Distant things appear suddenly near (detail), 2021. University Square.
Photo: Aaron Claringbold.

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To find out how you can participate in the decision-making process for City of Melbourne's current and future initiatives, visit melbourne.vic.gov.au/participate



Image 1. Natty Solo, In every dream home a heart ache, 2021. Flash Forward.
Photo: Nicole Reed.

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 off 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 effort. 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.



A handwritten signature in black ink that reads "Sally Capp".

Sally Capp
Lord Mayor
City of Melbourne



A handwritten signature in black ink that reads "Jamal Hakim".

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.









Image 2: Aylsa McHugh, Persona, 2020. Hero Apartment Building. Photo: Bryony Jackson.

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.

 <p>A business-friendly city</p> <p>Building the recovery on new business formation, investment and growth.</p>	 <p>A creative resurgence</p> <p>Designing a new value proposition for the city.</p>	 <p>Post-COVID 3000</p> <p>Increasing the supply of housing for city workers.</p>	 <p>Beyond the office</p> <p>Stimulating a mix of industries through precincts and innovation.</p>
 <p>Unlock climate capital</p> <p>Transitioning to a leading low-carbon economy.</p>	 <p>Diverse city</p> <p>Growing Melbourne's diversity as an asset to society and the economy.</p>	 <p>Digitally connected city</p> <p>Adapting to connectivity as a knowledge-enabled, smart city</p>	 <p>A joint effort</p> <p>Collaborating for a thriving city economy.</p>

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.



Image 3. Stephen Banham, Here, 2019. Test Sites.
Photo: Bryony Jackson.

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 a clear purpose

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

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 guidance on delivery of commissions

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

Target our resources effectively

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

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.



Image 4. Julian Opie, Australian Birds., 2020. NGV Triennial partnership commission. Photo: Tom Ross.

What we want to see

A SHIFT AWAY FROM PUBLIC ARTWORK	A SHIFT TOWARDS PUBLIC ARTWORK
✗ Easily found elsewhere	✓ Intrinsically of this place
✗ With little relationship to its location	✓ In response to its location and environment
✗ As an add-on to capital work projects	✓ Embedded into capital work projects
✗ Constrained creatively	✓ Bold, dynamic and ambitious in nature
✗ Created from a Eurocentric perspective	✓ Informed by an Aboriginal world view



Image 5. Sean Lynch, Distant things appear suddenly near (detail), 2021. University Square. Photo: Aaron Claringbold.

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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Enhances professional and/or practice capability • Develops employment-enhancing skills • Increases individual economic wellbeing • Contributes to the local economy
Governance outcomes	<ul style="list-style-type: none"> • Access to beneficial networks and other resources increased • Enables agency and voice • Enhances civic pride • Inspires a positive community future
Environmental outcomes	<ul style="list-style-type: none"> • 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.



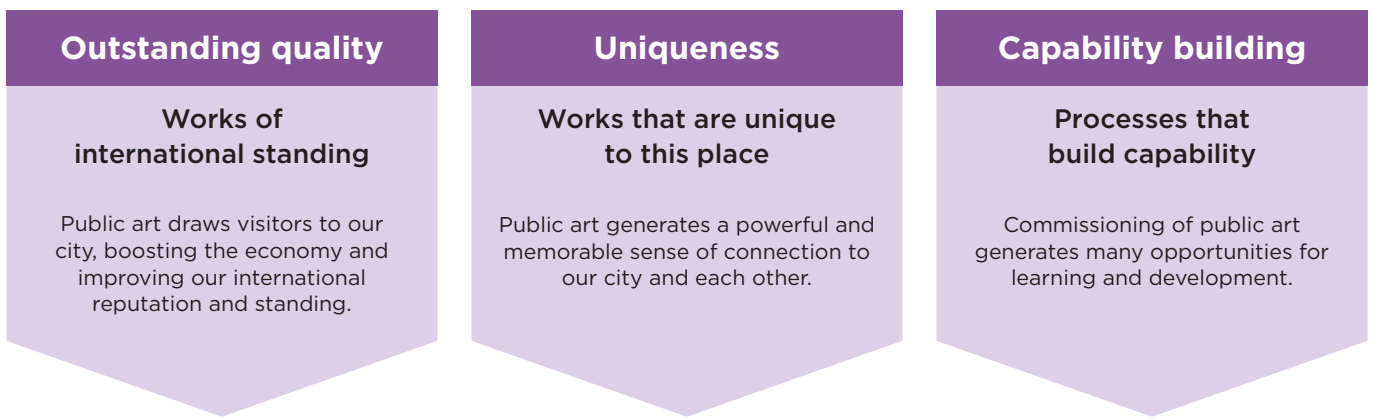
Image 6. Ling, Crushed Can, 2021. Flash Forward.
Photo: Nicole Reed.



Image 7: Mikala Dwyer, Apparition, 2021. University Square.
Photo: Darren Tanny Tan.

Priorities

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



Key deliverables



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 (page 14).

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 on page 20).



Image 8. Brook Andrews and Trent Walter, *Standing by Tunnerminnerwait and Maulboyheenner*, 2016. Commissioned by the City of Melbourne, 2016. City of Melbourne Art and Heritage Collection.

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.



Image 9: Rose Nolan, Screen Works (ENOUGH-NOW/EVEN/MORE-SO) (detail), 2021. Munro Community Hub. Photo: Bryony Jackson.

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