



City of  
Norwood  
Payneham  
& St Peters

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<b>NAME OF POLICY:</b>	Public Art
<b>POLICY MANUAL:</b>	Governance

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## BACKGROUND

The Council wishes to use public art to enliven and enrich the City in order to make it an interesting and attractive place to live, work and visit.

In this regard the Council's strategic plan, *CityPlan 2030*, provides direction within Outcome 2.1:

*An artistic, creative, cultural and visually interesting City.*

The Strategies of this Outcome are:

- Use the arts to enliven public spaces and create a 'sense of place'.
- Provide opportunities and places for creative expression for all age groups.
- Attract and support cultural and creative organisations, businesses and individuals.

The Public Art Policy and Guidelines provide a planned and integrated approach to the implementation of this *CityPlan 2030* Outcome.

## DISCUSSION

Public Art is the term used to describe arts works that are presented in the public realm rather than in a traditional gallery.

Public Art is recognised as an important component of the streetscapes, open spaces, neighbourhoods and buildings, which form our City, helping to create character, a "sense of place" and a "sense of identity". It may be permanently incorporated into the fabric, design and fixtures of a building or public place, be an iconic gateway to the City or a short-term installation, a public performance or a presentation. Regardless of its life span, public art gives form to the City's history and identity and reflects its evolving culture and collective memory.

Public art can provide a meeting place, a tourist attraction and a community focal point. It can add social and aesthetic value to places such as parks, libraries, swimming pools, playgrounds, schools, car parks, bus shelters, main streets and shopping precincts.

This document recognises that there are three (3) categories of public art each forming separate components of a dynamic and integrated public art program.

1. Integrated Art - art incorporated into infrastructure projects such as paving, gates, lighting, signage, street furniture, playground equipment, railings, landscaping etc. This is often referred to as 'site specific', as it is designed and made for the specific place in which it is installed. Production of such art involves collaboration between planners, architects, artists and engineers at an early stage in the development of a project.

2. Community Art – art involving a high degree of community consultation and participation. Crucial to this form of public art is the process of skill development and the connections this process fosters within and between communities. Community Art often communicates a message of social, historic or environmental importance to those involved in the design and making of the work. Its processes are usually facilitated by an artist and can involve all forms of visual and performing arts. The completed work is referred to as public art.
3. Stand Alone Art - art commissioned for particular sites or a series of sites which may be permanent or temporary and includes hired works and works on loan. This can range from iconic works marking gateways to the City, to interpretive work which comments on or describes issues or events. Examples of interpretive work might be murals, signage, performance or sculpture. Stand Alone Art can also include ephemeral works for short term display such as projection art.

This Policy does not refer to historic monuments and memorials which are the subject of separate Cultural Heritage Policy and Guidelines.

## KEY PRINCIPLES

The City of Norwood Payneham & St Peters Public Art Policy will be guided by the following principles:

- **Inclusion** – The Council values diversity and seeks to reflect and engage all sectors of the community through its public art program.
- **Collaboration** – The Council will seek a partnership approach with community-based organisations, artists, agencies and residents to achieving shared public and community art goals.
- **Equity** – The Council will seek an equitable approach in its support of local artists and arts workers and therefore where appropriate seeks to engage local artists in the commissioning of public art.
- **Participation** – The Council values participation and will make community and stakeholder consultation integral to the placement of public art.
- **Innovation** – The Council accepts that modes of expression change over time and that new works of public art and materials used will reflect contemporary culture and practice.
- **Access** – The Council recognises that placing art in public places ensures that it is visible and accessible to the whole community.
- **Creativity** – Creative expression of local and cultural identity is seen as building a sense of pride and place and as essential to the development of a vibrant community.

## POLICY

The City of Norwood Payneham & St Peters wishes to enhance its urban environment through the commissioning and placement of public art. The Council regards the placement of public art as crucial to the creation of community identity and “sense of place”.

The Council will commission a major public art work in each term of the Council and will also encourage creative expression and arts practice by artists and community members through its annual Public Art Program.

The Council will ensure the adequate and on-going funding of public art through:

1. the creation of a reserve fund where the equivalent of \$75,000 is set aside annually for the purpose of funding a commissioned art work during the term of each Council, subject to annual budget deliberations;
2. the inclusion of funding for development and design of public art in all major Council projects;
3. the inclusion of public art projects in the annual Public Art Program; and
4. the active pursuit of external funding for public art projects via:
  - Commonwealth and State Government grants;
  - private developer contributions; and
  - donations and gifts.

The Council will ensure that public art in the City of Norwood Payneham & St Peters:

1. reflects the area's cultural diversity;
2. is of high quality and utilises a variety of art forms and materials; and
3. engages, challenges and stimulates its audience.

When considering the location of public art, the Council will be mindful of the benefits of placing art in parks and reserves, on main streets, at entranceways to the City, on the exteriors and interiors of relevant buildings, in libraries, swimming pools and car parks.

**In addition the Council will:**

1. ensure its processes are based on planned approaches and are in accordance with the Arts SA document *Public Art, Making It Happen, Commissioning Guidelines for Local Councils*;
2. ensure its processes are in accordance with the attached Public Art Guidelines relating to the commissioning, de-accessioning and maintenance of public artworks; and
3. inform local artists, both established and emerging, of public art opportunities within the City.

**REVIEW PROCESS**

The Council will review this Policy within 12 months of the next Local Government Elections to be held in November 2026.

**INFORMATION**

The contact officer for further information at the City of Norwood Payneham & St Peters is the Council's Manager, Arts, Culture & Community Connections, telephone 8366 4550.

**ADOPTION OF THE POLICY**

This Policy was adopted by Council on 5 November 2007.  
This Policy was reviewed by the Council on 5 September 2011.  
This Policy was reviewed by the Council on 5 September 2016.  
This Policy was reviewed by the Council on 1 April 2019.  
This Policy was reviewed by the Council on 11 April 2023

**TO BE REVIEWED**

March 2027.