

PUBLIC ART FRAMEWORK 2025-2035

June 2025

BASS COAST



Acknowledgement

Bass Coast Shire Council acknowledges the Bunurong as the Traditional Owners and Custodians of the lands and waters, and pays respect to their Elders past, present and emerging, for they hold the memories, the traditions, the culture and Lore.

Bass Coast Shire Council celebrates the opportunity to embrace and empower the Aboriginal and/or Torres Strait Island Communities in their diversity.

Bass Coast Shire Council will create opportunities for future recognition and respectful partnerships that will honour the Traditional Owners and Custodians, and Aboriginal and/or Torres Strait Islander Peoples.

Cover image: Fish Trap by Joe Donahue, Corinella, image couresty of Bass Coast Shire Council
This page: Alpha by Geoffrey Bartlett, Newhaven Public Art Commission installation, image courtesy of Bass Coast Shire Council

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MAYOR'S MESSAGE

Public art has a powerful ability to connect people, reflect our shared stories, celebrate history, and spark new ideas. In Bass Coast – where natural beauty meets vibrant communities – public art plays a vital role in shaping not just the places we gather, but how we see ourselves and each other.

This framework builds on years of creative investment across our region. It recognises the immense value public art brings – enriching our streetscapes, deepening community pride, supporting local artists and strengthening our visitor economy. It also reflects the aspirations of our community, who told us they want creativity embedded more deeply in everyday life.

As a member of Council's Arts and Culture Advisory Committee, I've had the privilege of seeing the passion, insight and imagination our community brings to public art. Sitting alongside artists, community leaders and local advocates has shown me just how transformative art can be – not just for our public spaces, but for how we feel about where we live. It's an experience I cherish and one that reinforces my belief in the power of art to build stronger, more connected communities.

The framework champions inclusivity, sustainability and innovation. It sets out a clear vision for the decade ahead and outlines how we can work together to support a thriving and accessible public art program across Bass Coast.

I thank everyone who contributed to this Framework and look forward to seeing the future of public art in Bass Coast.



Cr Rochelle Halstead

Bass Coast Shire Council

Mayor

INTRODUCTION

Bass Coast Shire, located along the scenic coastline of south-east Victoria, offers a rich tapestry of natural landscapes, active communities and a growing arts scene. This Framework aims to support public art initiatives that reflect the region's heritage, cultural diversity, and future aspirations while providing a platform for artists to engage with the local community and positively impact our diverse landscape.

The purpose of this document is to provide Council with strategic direction for commissioning and managing public artwork across Bass Coast, as well as articulating key actions to be implemented over the coming decade. The Framework has considered Bass Coast's existing public artworks and commissioning processes and looked at contemporary best-practice to build on this collection.

The Framework has been developed after consultation with a range of stakeholders, both from within Council and across the broader Bass Coast community, including the Arts and Cultural Advisory Committee (ACAC). This acknowledges that the development of successful public artwork integration requires a collaborative and team-based approach encompassing the strengths of Council officers as facilitators, the community as cultural citizens and champions of public artwork in their region, and artists who challenge the trajectory of their practices and aim to leave an important legacy on our unique coastal cultural landscape.

47%

of people surveyed see public artwork 1-2 times each week

89.4%

of people surveyed felt that public art improves the look and feel of public spaces

Bass Coast Community Vision 2041



Vision Statement:

From its flowing hills to its wild unspoiled coastlines, the Bass Coast is a source of celebration for all who live in and visit the region.

Our townships are vibrant, rich with culture and full of life, each with its own distinct character. Drawing on our creativity, innovation and resilience we've created a thriving and diverse economy that supports sustainable agriculture and industry.

We live proudly on Bunurong Country, and build on learnings from our First Peoples and their knowledge. We coexist in harmony with our environment, and are prepared for future challenges and changes.

We are the people of the Bass Coast. Experience our cultures and history, and contribute to our story.

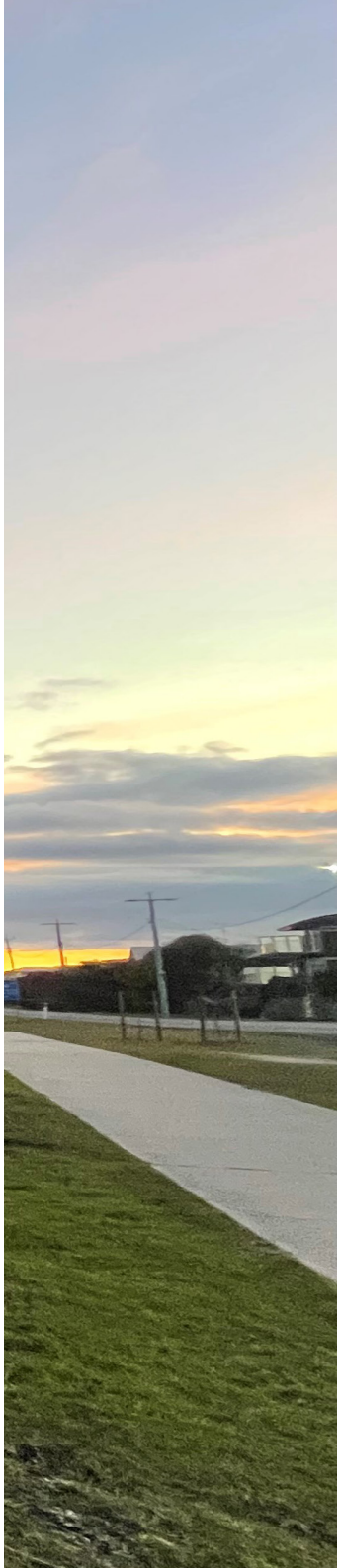
Image: Yawa Long Journey workshop with Maree Clarke, image courtesy of Alice Anderson for Bass Coast Shire Council

STRATEGIC VISION

To foster a thriving, inclusive, ambitious and sustainable public art program that enhances the unique character of Bass Coast Shire, connects people and celebrates creativity. It acknowledges that public artwork increases community cohesion, creates robust cultural community identities, instils civic pride, contributes to a healthy economy and can drive cultural tourism to make our shire a more inspired place for locals, visitors and investors alike.

Next image: Love and Precious Things by Joe Donahue, Cape Paterson, image courtesy of Bass Coast Shire Council





Without art we miss out on culture, joy and the humanity that it brings.

Community Survey respondent.

Policy Context

This Framework should be read in conjunction with other Council policies and strategies, including:

- Council Plan 2021-2025
- Arts and Culture Strategy 2019-2029
- Arts Collection Policy 2024
- Procurement Policy 2023
- Asset Plan 2022
- Economic Development Framework 2030
- Open Space Asset Management Plan 2024-2028
- Access, Equity and Inclusion Plan 2021-2025
- Bass Coast Reconciliation Action Plan
- Bass Coast Towards 2030
- Gender Equity Action Plan 2021
- Healthy Communities Plan 2021-2025
- Phillip Island and San Remo Visitor Economy 2035
- Natural Environment Strategy 2016-2026
- Unlocking Rural Tourism Strategy 2023
- Communications and Engagement Strategy 2023-2026

This Framework has been written in the bridging period between the Council Plan 2021-2025 and the new Council Plan 2025-2029. It also important to note that throughout the course of the Framework there will be two further Council Plans developed, in 2029 and 2033. For this reason, to maintain its currency the Framework references the Community Vision 2041 rather than the Council Plan.



Featured image this page and next: Mural artwork by Dvate, Wonthaggi, for the Bass Coast Street Art Project
Image courtesy of Heath Warwick for Bass Coast Shire Council



WHAT IS PUBLIC ART?

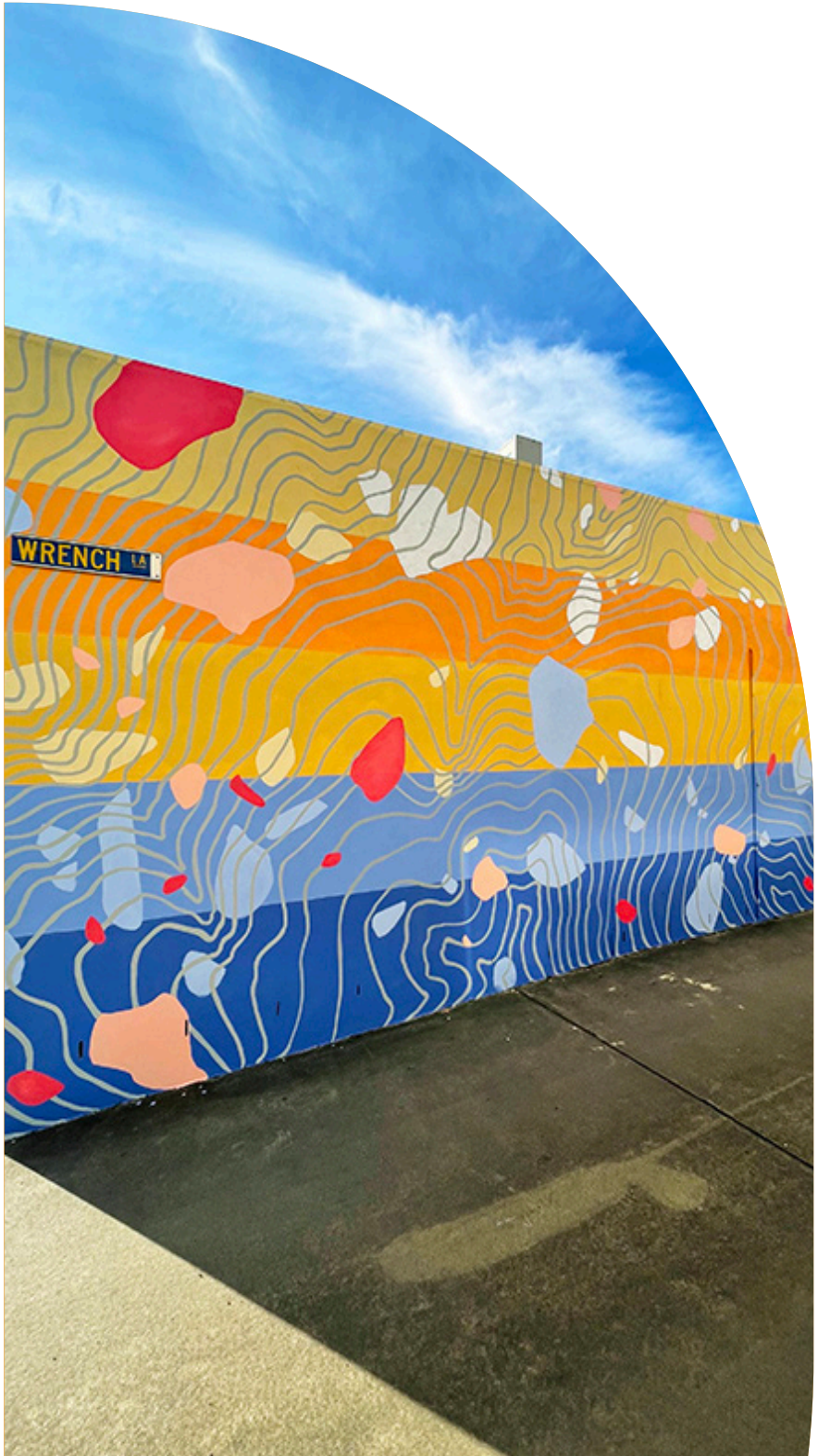
A public artwork is an artistic expression in any medium, planned and executed outside a gallery context and intended specifically for exhibition within public space.

Public spaces are generally open and accessible to all and can be indoors or outdoors. Public art can express community values and cultural identities, enhance our built environment, transform landscapes, heighten our awareness, and allow us to contemplate broad conceptual themes.

Commissioned site-specific public artwork is an artist's response to our time and place and reflects how we see the world. It is an encapsulation of an aspect of our culture and strengthens creative thinking.

Public art can be permanent or temporary, and can take many forms including but not limited to:

- Murals and street art
- Sculptures
- Interactive installations
- Video, audio or light installations (multi-media)
- Temporary installations (e.g., artwork in festivals)
- Performances (e.g., street theatre, dance)



Acquisition of Artworks

As per Council's Art Collections Policy, when selecting to commission, purchase or receive gifted artwork, one or more of the following criteria should be used to determine the suitability of any art being considered for acquisition:

- Artworks that demonstrate artistic excellence in concept and/or execution.
- Artworks that increase the depth, breadth, and cohesion of the existing Council Art Collection and/or expand on the themes of the Robert Smith Collection, providing greater context and meaning to existing artworks.
- Artworks that increase gender equity in number and value.
- Artworks that promote a greater appreciation of Aboriginal art and culture, principally to develop understanding of the traditional owners of the region.

Public Art Acquisition Fund

Council provides annual funding specifically for the commissioning of public art. It is anticipated that this indexed budget allocation will be spent biennially to facilitate the acquisition of five significant works across the next decade.

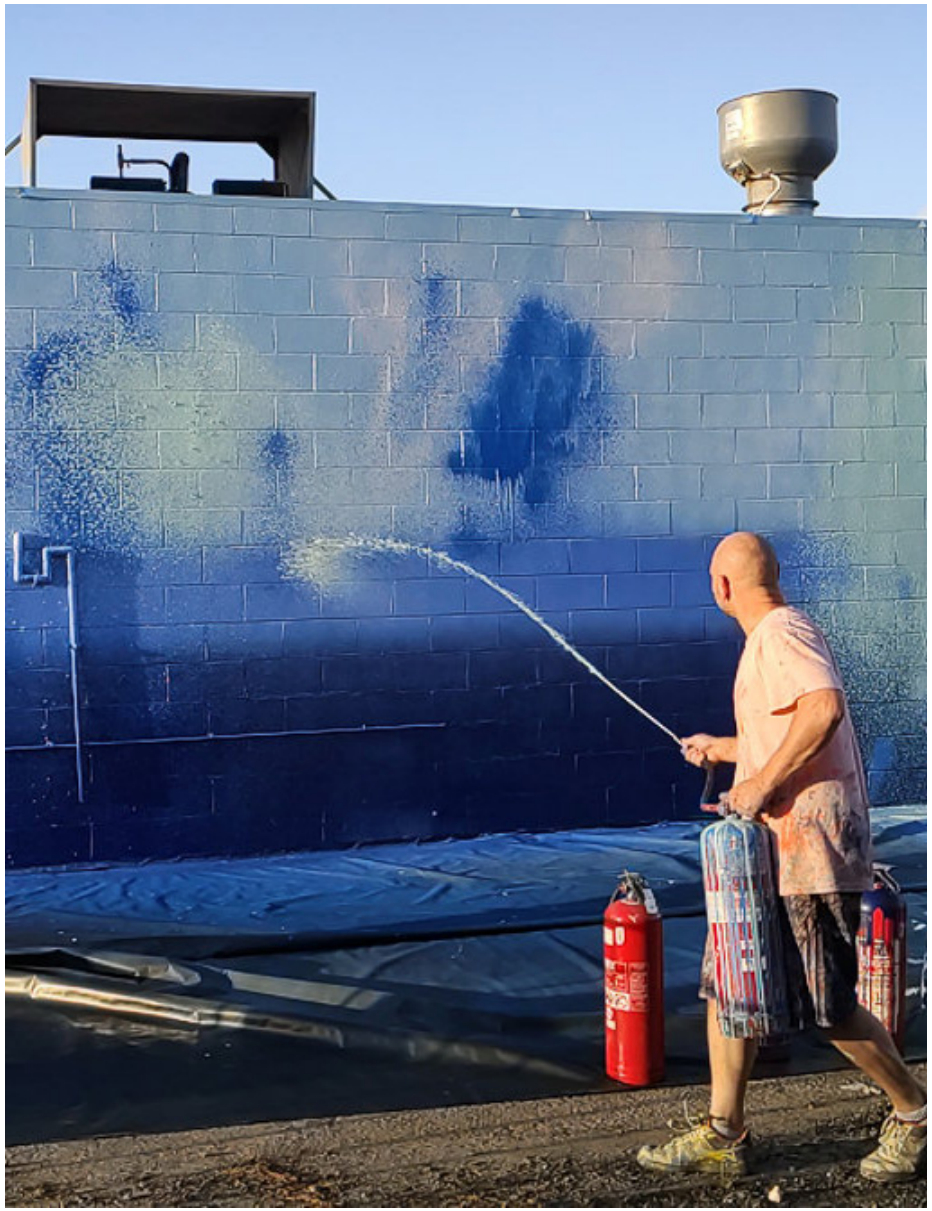
For almost twenty years Council has been commissioning works of art for public spaces across the breadth of the shire (see table on following page). The Public Art Sites and Themes Action Plan 2014-2024 guided Council's annual allocation of $50,000 per year. This Framework will guide acquisitions for the ten years to 2035.

It is important to note that Council commissions and facilitates public art projects in addition to those works acquired through the Public Art fund. These projects – whether funded by Council or by external organisations where Council has a role in their planning and development – should also use this strategy as their guiding document.

Public Art In Bass Coast

* Denotes public works that were commissioned as a part of the Bass Coast Shire Council Public Art Commissions under the previous Public Art Action Plan.

Artist	Title	Town
Anton Hassell	Harmony Bells*	Cowes
Ash Keating	Mural	Grantville
Bonnie Charles and Sarah Hicks	Sight Lines*	Kilcunda
Buff Diss	Mural	Wonthaggi
Carly Mead	Mural	Wonthaggi
Craig Lockwood	Mural	Wonthaggi
Darren Henderson	Mural	Cowes
Darren Marks	Mural	Wonthaggi
David Kopelman	BMX Bike Rider	Coronet Bay
David Murphy	Bronze Yarns*	Coronet Bay
Dvate	Mural	Wonthaggi
Eirian Chapman	Mural	Cowes
Geoffrey Bartlett	Alpha*	Newhaven
Graham Gilbert	Mural	Cowes
James Voller	Collide*	Kernot
Janice Orchard	Armistice Mural	Grantville
Joe Donahue	Fish Trap*	Corinella
Joe Donahue	Love and Precious Things*	Cape Paterson
Joel Adler	Emergence*	Wonthaggi
Linda Horsbough	Mural	Cowes
Maree Clarke	Murrini Canoe*	Cowes
Marion Quigley	Mural	Cowes
Mary Sullivan - Coordinating Artist	TRAX - Skate Park Public Art	Inverloch
Paul Jesse	Excuse Me Mr Seagull*	San Remo
Rohan Manhal	Mural	Wonthaggi
Shane Cargill and Martin Moore	Seam	Wonthaggi
Shane Cargill and Martin Moore	Shaft	Wonthaggi
Steve Parker	Mural	Cowes
Tom Murray-White	Mural	Wonthaggi
Victoria Nelson	Today and the Future or Past and Present	Grantville
Victoria Nelson	White Whale	Cowes



This page: Mural by Ash Keating, Grantville, for the Bass Coast Street Art Project
Image courtesy of Bass Coast Shire Council
Previous page: Mural artwork by Buff Diss, Wonthaggi, for the Bass Coast Street Art Project
Image courtesy of Bass Coast Shire Council

CORE VALUES

1. **Artistic Merit**: Commissioned artworks are delivered in collaboration with artists to a professional standard that enrich the cultural and natural environments that they are placed within.

2. **Community Engagement:** Actively engage community to ensure public artworks are imbedded with the values, stories, identities and aspirations of the local community.

3. **Inclusivity:** Embrace diverse voices including First Nations culture, historical and contemporary narratives, support and provide opportunities for local artists, and engage underrepresented groups. Ensure that the appropriate Council Plans and Strategies are referenced to address imbalances in opportunities for some because of gender, sexual orientation, disability, age, ethnicity or religion.

4. **Sustainability:** Prioritise environmentally responsible practices in the creation, installation and maintenance of public artworks.

5. **Innovation:** Encourage new and evolving forms of art that reflect the development of the region and showcase contemporary art practices.

6. **Accessibility:** Ensure that public art is accessible to all members of the community, regardless of age, background or ability.

7. **Best Practice:** Ensure that artwork commissioning processes meet best industry practices and that artworks being commissioned are of both a rigorous artistic and financial investment for the Council.

These goals act as a benchmark to assess what qualifies as public artwork and therefore can be commissioned as a part of this Public Art Framework.

1. **Enhance Sense of Place:** Commission public artworks that activate and reflect Bass Coast's local identity, natural beauty and histories. They should stimulate cultural and creative dialogue within enriched communities.

2. **Support Local Artists:** Provide opportunities for local and regionally-based artists to contribute to the creative vibrancy of the municipality and acknowledge their place in creating culturally aware communities.

3. **Foster Cultural and Economic Development**: Develop public artwork commissions as a tool for attracting tourism and regional investment, supporting local businesses and enriching the local community.

4. **Create Inclusive and Engaging Spaces:** Use site-specific public artwork to activate public spaces and ensure that these works encourage social interaction, celebrate diversity and create inspired community connection.

Unless they are to include a specific public art installation, this Framework and its guiding principles do not encompass the commissioning of street signage, seating and other outdoor furniture, playgrounds, pavement and pathway work, memorials or monuments.

GOALS OF PUBLIC ARTWORK



STRATEGIC OBJECTIVES

These Strategic Objectives were developed using the Cultural Development Network's planning framework, adopted by the National Local Government Cultural Forum, the Australia Council for the Arts, Creative Victoria, the Australian Local Government Association and now used by many councils around Australia as best practice cultural development planning.
These strategic objectives enact the stated Goals of Public Artwork.

Strategic Objectives	Alignment to Public Art Framework 2025-2035 Goals, Community Vision 2041, Art Collections Policy	Measurable Outcomes	Why? Theory of Change	Potential Intentions and Supportive Activities
1.1 Community Championing of Public Artworks	**Public Art Framework 2025-2035 Goals** Enhance Sense of Place	**Cultural** • Sense of belonging to a shared cultural heritage deepened. **Environmental** • Positive sense of place (built and/or natural environment) enhanced. **Governance** • Sense of civic pride enhanced.	**Knowing that…** public art plays a vital role in fostering local identity, distinctiveness, and civic pride. Community engagement at various stages is essential to ensure the artwork's relevance and acceptance. Given our diverse community, spread across multiple townships - each with its own unique character - **We will…** ensure public artworks reflect community values and strengthen cultural identities. We will prioritise engagement with local communities and undertake a considered consultation process to align public art opportunities with the values, needs, and aspirations of the people of Bass Coast.	• Establish internal Public Art Advisory Group and external Project Reference Group to guide artist briefs and selection. • Prioritise projects with meaningful community engagement in the art-making process. • Develop a distribution plan for the annual commission program. • Explore an art trail master plan.

Previous page: Public art consultation at the Union Theatre, Wonthaggi 2025.
This page: Berninneit, Image courstesy of Karli Michelle Photography for Bass Coast Shire Council.

Strategic Objectives	Alignment to Public Art Framework 2025-2035 Goals, Community Vision 2041, Art Collections Policy	Measurable Outcomes	Why? Theory of Change	Potential Intentions and Supportive Activities
1.2 Community Championing of Public Artworks	**Public Art Framework 2025-2035 Goals** Create Inclusive and Engaging Spaces	**Cultural** • Aesthetic enrichment experienced **Social** • Social connectedness enhanced	**Knowing that…** public art enhances the aesthetic appeal of public spaces, fosters community gathering, and supports sustained employment and professional growth for artists. **We will…** develop inclusive and accessible engagement methods to involve diverse community members. We will acknowledge the unique cultural identities of Bass Coast's many communities and townships and distribute public artwork equitably across the Shire, ensuring all communities benefit, regardless of size or economic opportunities.	• Embed community engagement through project participation and/or direct involvement in fabrication. • Develop programs alongside commissions to provide interactive and educational art experiences for children, youth, seniors, and underrepresented groups. • Gather community input through forums and surveys. • Partner with Traditional Owners for First Nations representation. • Collaborate with CALD, First Nations, and intersectional groups to ensure diverse representation. • Engage local schools and community groups in participatory art projects, involving local artists to enrich the creative ecology. • Ensure equitable distribution of artworks across the Shire. • Explore avenues to celebrate new works and deepen public engagement with commissioned pieces.

Strategic Objectives	Alignment to Public Art Framework 2025-2035 Goals, Community Vision 2041, Art Collections Policy	Measurable Outcomes	Why? Theory of Change	Potential Intentions and Supportive Activities
2. Considered Commissioning Approach	**Public Art Framework 2025-2035 Goals** Foster Cultural and Economic Development	**Cultural** • New knowledge, ideas and understanding gained. **Economic** • Local economy supported. **Governance** • Civic trust inspired.	**Knowing that…** our annual $50,000 allocation for public art has remained unchanged for over a decade and is no longer sufficient to procure high-quality works under contemporary best practices **We will…** commit the budget to a biennial project or use it to leverage external funding to increase available resources. We will continue to refine our commissioning processes, upholding contemporary best practices while ensuring artistic merit, local input, and investment are central to the process.	• Highlight resources, such as NAVA guidelines, to support artists and Council officers in commissioning best-practice public art. • Establish an internal Public Art and Collection Management working group. • Consult with the Arts and Culture Advisory Committee. • Review commissioning guidelines every three years to maintain best practices. • Commission ambitious artworks that enhance their surroundings and contribute to a high-quality, cohesive public art collection. • Assess the impact of the public art strategy on artists, contemporary practices, the community, tourism, and the local economy, adjusting as needed to align with Council's strategic goals.

This page: Eirian Chapman, Olive Place Mural, Cowes. Image courtesy of Bass Coast Shire Council

Strategic Objectives	Alignment to Public Art Framework 2025-2035 Goals, Community Vision 2041, Art Collections Policy	Measurable Outcomes	Why? Theory of Change	Potential Intentions and Supportive Activities
3. Sustainability and Environmental Responsibility	**Bass Coast Council Climate Crisis Declaration** Climate Crisis Declaration	**Environmental** • Understanding of ecological issues increased. • Natural world valued. • Motivation for environmental stewardship.	**Knowing that…** we need to reduce the environmental impact of all activities while leveraging public art's ability to express our values and raise awareness of sustainability. **We will…** reduce environmental impact by aligning projects with Bass Coast's ecological values, promoting sustainability through thoughtful material choices, fostering creatively charged conversations, and creating sustainable activations that encourage a healthy approach to engaging with and caring for our environment.	• Use eco-friendly and locally sourced materials for public art. • Commission artworks with environmentally responsive themes. • Establish a long-term maintenance fund for public art. • Encourage artists to engage with environmental themes. • Set sustainability standards for materials used in commissioned artworks. • Develop a system for maintaining and conserving public artworks, ensuring longevity while minimising environmental impact. • Incorporate maintenance strategies at the time of commissioning to preserve artistic integrity and ensure ongoing care.

Artwork can draw people into a town to view public art when they might not visit otherwise.

Community Survey respondent.



This image: White Whale by Victoria Nelson, Cowes,
Image credit: Tract; photography by David McGuiness

Strategic Objectives	Alignment to Public Art Framework 2025-2035 Goals, Community Vision 2041, Art Collections Policy	Measurable Outcomes	Why? Theory of Change	Potential Intentions and Supportive Activities
4.1 Cultural and Economic Development	**Public Art Framework 2025-2035 Goals** Support Local Artists	**Cultural** • Creatively stimulated. **Economic** • Practice capacity increased.	**Knowing that…** public artwork fosters professional development and employment for local artists. **We will…** use the public art commission program in Bass Coast to support local artists by enhancing their practice, skills, and knowledge. The program will provide opportunities for both local and regional artists to create permanent and temporary artworks, strengthening their practices. When commissioning artists from outside the region for iconic works, we will seek to create opportunities for professional development for local artists.	• Offer professional development for local artists through mentorships, workshops, and commissions. • Expand local artists' engagement with state-wide, interstate, and international artists. • Create a database of local, regional, and national artists available for public art commissions, to be used when advertising opportunities and by stakeholders seeking to commission artwork.

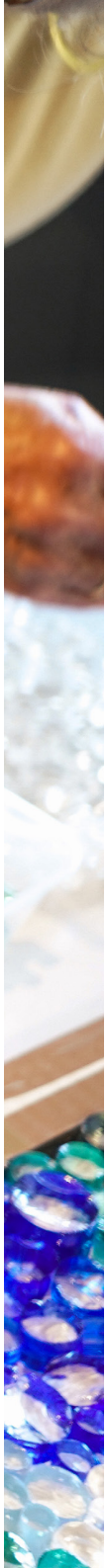
This page: Berninneit, Image courtesy of Karli Michelle Photography for Bass Coast Shire Council.



Strategic Objectives	Alignment to Public Art Framework 2025-2035 Goals, Community Vision 2041, Art Collections Policy	Measurable Outcomes	Why? Theory of Change	Potential Intentions and Supportive Activities
4.2 Cultural and Economic Development	**Public Art Framework 2025-2035 Goals** Foster Cultural and Economic Development	**Cultural** • New knowledge, ideas and understanding gained. **Economic** • Local economy supported.	**Knowing that…** public artwork enhances the visitor economy, supports local businesses, encourages regional investment, and strengthens the cultural sector. Bass Coast Shire attracts large numbers of tourists, primarily drawn by our unique natural environment. These visitors are also cultural citizens—discovering public art enriches their experience and deepens their understanding of the region's culture, fostering a more meaningful connection to the area. This contributes to diversifying and expanding our regional visitor economy. **We will…** increase regional revenue by strengthening the link between public art and tourism. We will promote public artworks as key cultural attractions that enhance the visitor experience and encourage longer stays, while also driving traffic to local businesses. We will help to establish Bass Coast as a destination that celebrates both natural beauty and vibrant, diverse cultural expression, contributing to sustainable economic growth.	• Partner with tourism bodies to promote Bass Coast's public artworks as a key attraction. • Apply for government and private arts funding to support large-scale installations. • Integrate public art into existing festivals and community events to boost visibility and engagement. • Encourage developers to invest in public artworks that enhance the region's cultural and economic impact. • Seek external funding through grants, sponsorships, and business partnerships to expand public art opportunities. • Support public art commissions driven by third parties, including developers, to maximise economic benefits while aligning with strategic objectives. • Consider development of interactive maps and signage such as integrating site-specific artworks along key visitor routes. E.g. Coast Art Trail or an Urban Art Trail linking towns such as Wonthaggi, Cowes, Inverloch.



LIFESPAN AND MAINTENANCE



Lifespan

Even though communities may form attachments to particular artworks within their towns, public art is not always designed to be permanent. The nature of public art, the way in which it responds to the site where it is located and the circumstances within which it is presented, means that artworks will often be removed and/or replaced as these parameters shift and change.

Given the sense of ownership that communities develop towards public artworks it is important from the outset to articulate the expected lifespan of all pieces commissioned by Council. This lifespan should be included in the commissioning documents and clearly articulated to all stakeholders.

Ten Years +

Sculptures made of durable materials that can endure the elements with minimal maintenance and not degrade substantially over time. The maintenance of these works should be facilitated into Council's scope of works.

Up to Five Years

Sculptures, murals, mosaics, pavement designs, etc that are made of materials that have a limited life span. Over time the cost and time required to maintain or rehabilitate these works would become excessive and outweigh the financial and creative investment in the artwork.

Temporary or Ephemeral

Video and audio installations, street art projects, murals, and billboards, etc that are designed to be temporary, dynamic projects. The community is aware that they can only engage in these works for a short period of time.

Previous page: Yawa Long Journey, Community Workshop with Maree Clarke, Berninniet, Cowes
Image courstesy of Bass Coast Shire Council

End of Life

If artworks are damaged, cease to have public relevance or have simply reached the end of their intended lifespan, Council officers will consider the below options and advise accordingly.

- Relocation to a more suitable site.
- Storing the artwork offsite if art collection space is available.
- Donating the work to a school or other public entity.
- Selling the work where funds can be used to commission new public art projects.
- Safe destruction of the artwork.

In case of the artwork posing a risk to public safety, immediate removal may be necessary.

For more detail on Council's processes for deaccessioning artwork refer to the Art Collections Policy.

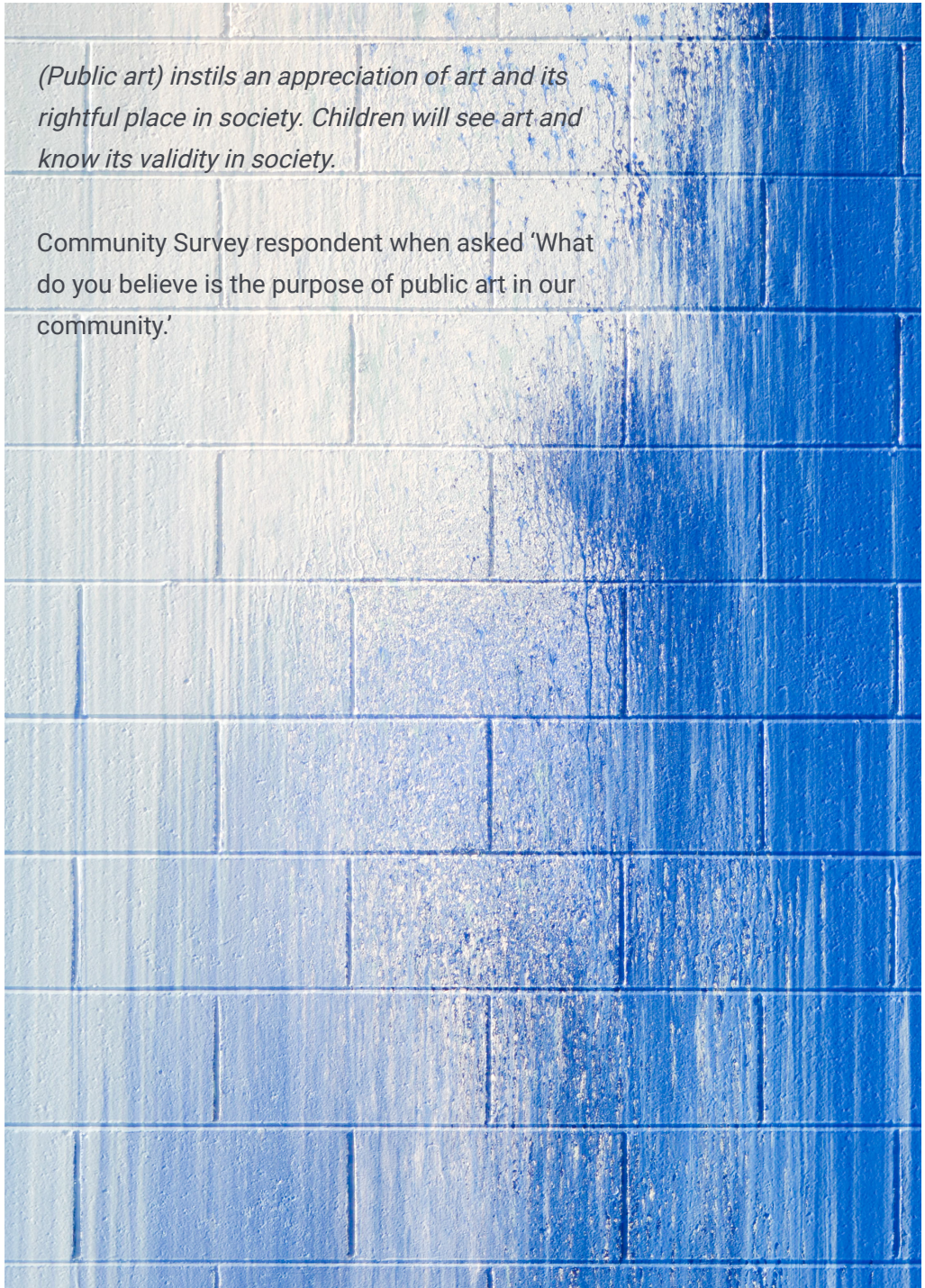


Public artworks that have an expected lifespan beyond Temporary or Ephemeral will require the artist/s to provide a maintenance schedule to Council. Council's public art commissioning documents will include this as a requirement.

Artworks with a longer lifespan will become public assets for the purpose of maintenance and upkeep. Council's Visual Art and Asset Management teams will work with the artist/s to ensure that future maintenance needs of the public artworks are properly understood and budgeted for.

Maintenance

Previous image: Collide by James Voller, Kernot, Image courtesy of Bass Coast Shire Council
This page: Detail of artwork by Ash Keating, Grantville for the Bass Coast Street Art Program, image courtesy of David Burrows for Bass Coast Shire Council
Image on final page: Millowl Opening 2023, Curated by Baluk Arts at Berninneit Art Gallery Photograph by Karli Michelle Photography



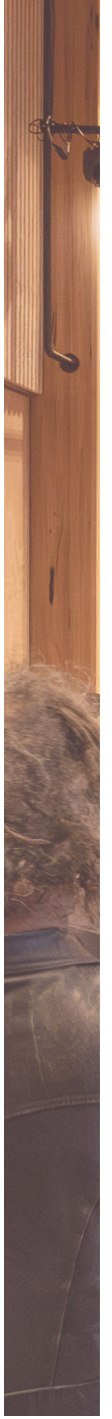
(Public art) instils an appreciation of art and its rightful place in society. Children will see art and know its validity in society.

Community Survey respondent when asked 'What do you believe is the purpose of public art in our community.'

CONCLUSION

The successful delivery of the Public Art Framework is reliant on a collaborative and integrated approach both internally and externally. Engaged stakeholders will ensure that public art opportunities are developed and delivered in line with best practices and consistent with the Framework's objectives.

Bass Coast Shire Council's Public Art Framework 2025-2035 will ensure that public art remains a dynamic and integral part of the region's identity. It will contribute towards fostering a strong sense of community, celebrating creativity and building a sustainable and inclusive cultural legacy for future generations. By investing in public art, Bass Coast can continue to attract visitors, inspire locals and enhance the liveability and experiences of the region.





PUBLIC ART FRAMEWORK 2025-2035

BASS COAST

This page: Street Art Works Durham Lane mural by Carly Meade, Wonthaggi, image courtesy of Bass Coast Shire Council
Final page: Sight Lines by Bonnie Charles and Sarah Hicks, Kilcunda, image courtesy of Bass Coast Shire Council

APPENDIX ONE

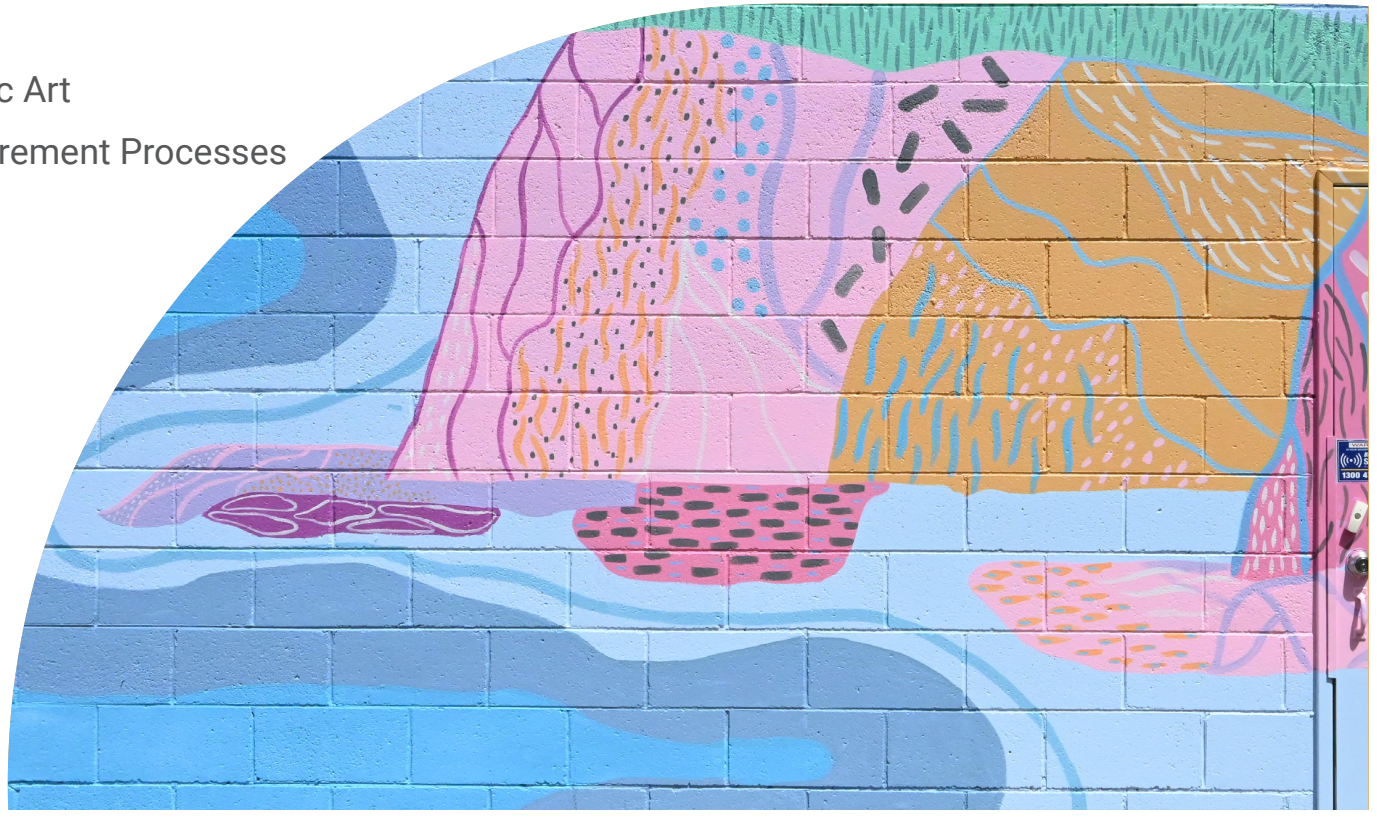
Guidelines for Commissioning Public Art

Roles and Responsibilities

Artist Selection Processes

Process Summary for Commissioning Public Art

Public Art Commissioning Levels and Procurement Processes



Guidelines for Commissioning Public Art

Commissioning processes take different forms depending on the scale of the project, the budget and relevant partnerships. Approvals for each public art project are sought from the funding partner and site owner and are aligned to Bass Coast Shire Council procurement delegations.

Roles and Responsibilities

Project Reference Groups

Project Reference Groups (PRG) assist Council by providing advocacy, advice and expertise in relation to Council's public art program with a focus on programming and commissioning. Project Reference Groups are comprised of members who reflect a broad base of experience and/or expertise such as arts practitioners of recognised standing with public art experience, arts administrators, representatives from the Arts and Culture Advisory Committee and local community representatives. PRGs are convened by Council officers on a project or program basis.

Arts and Culture Advisory Committee

The Arts and Culture Advisory Committee (ACAC) is convened by the Cultural Program Coordinator, chaired by a Councillor and comprised of subject experts from within the Bass Coast community. The committee's purpose is to provide Council with expert advice and feedback identifying community needs and priorities in relation to arts and culture. Members of the ACAC are delegated to the PRG on a project or program basis. The ACAC can stand as a PRG if required or deemed appropriate to the project.

Public Art Advisory Group

Bass Coast Shire Council's Public Art Advisory Group (PAAG) is an internal steering group with members drawn from across Council, which offers operational guidance to the program and evaluates all proposed public art commissions Level Two and above. Membership is determined by 'stake' in the management of public art.



Artist Selection Processes

Direct Appointment

For small scale projects such as street art, the Visual Arts and Cultural Development Officer, in consultation with a Project Reference Group or project stakeholders, will directly appoint an artist for a particular site or project.

Limited Invitation

For smaller projects, or site-restricted, permanent or temporary artworks.

- A project brief is developed in consultation with a Project Reference Group and signed off by relevant authorities/stakeholders.
- An invitation is distributed to a number of artists selected in consultation with the Project Reference Group.
- Artists are invited to either respond to the brief or, where relevant, to present examples of their art practice to the Project Reference Group.
- The Project Reference Group selects the preferred artist who will then be engaged.

Expression of Interest (EOI)

For larger projects of permanent or temporary artworks. The Expression of Interest model will usually include a public call out.

- A project brief is developed in consultation with a Project Reference Group and signed off by relevant authorities/stakeholders.
- Artists are invited to submit copies of their CV and visual examples of their work.
- A shortlist of (usually) three artists will be selected by the Project Reference Group, and engaged to develop concept proposals (remuneration will be provided).
- The Project Reference Group selects the preferred artist who will then be engaged on the basis of their concept proposal.

Curatorial Selection (external curatorial services)

This model involves a curator developing a shortlist of appropriate artists.

- A curator is selected through a response to a brief, in consultation with the Project Reference Group.
- The shortlist is developed through research by the curator.
- Selected artists are asked to submit copies of their CV and visuals of their work.
- From the submissions, three artists may be engaged to prepare concept proposals.
- All artists invited to develop concept proposals are remunerated.
- The curator, in consultation with a Project Reference Group, selects the preferred artist who will then be engaged.

Concept Competition Model

For large scale, major place-making artworks.

- A media advertisement announces the competition.
- Interested artists are provided with the commission brief and invited to respond.
- A Project Reference Group invites a selection of artists to develop concepts (which may take the form of drawings, scale maquettes, etc)
- The Project Reference Group may consult with Public Art Advisory Group and Council on the final selection.
- In some cases a shortlist of three artists are selected and paid a design development fee to further develop their concepts; once the design development is completed a second round of assessment takes place and the preferred artist is nominated.
- A preferred artist is selected.
- This model requires the development of a concept by an artist without remuneration. As with major architectural competitions, this approach is usually taken with extremely high-profile projects with considerable budgets where the competition canvasses artists nationally and internationally.

Process Summary for Commissioning Public Art

Step 1: Project Initiation

- Public art project identified, and budget allocated; stakeholders engaged.
- Project scoping study and consultation with Public Art Advisory Group, Project Reference Group and project managers.
- Commissioning model selected and artist brief developed.

Step 2: Artist Selection

- Selection/call for artists.
- Review potential artists.
- Shortlist and selection of artist/s by Project Reference Group with recommendations for preferred artist.

Step 3: Creative Development Stage

- Artist briefing and contracts.
- Review of preliminary concepts.
- Concept further development.
- Concept acceptance.

Step 4: Implementation

- Commission contract (use Arts Law template).
- Fabrication.
- Installation.
- Hand over.

Public Art Commissioning Levels and Procurement Processes

Public art commissions can be divided into different levels according to their scale, budget, complexity, estimated delivery time, evaluation requirements and approvals.

Level	Budget Range	Estimated Delivery Time	Evaluations Requirements	Approval Requirements	PAAG Internal	ACAC/PRG External	Commissioning/ Procurement Model	Examples
Level One	Up to $50,000	Up to 1 year	ACAC / PRG provides advice	To be approved by Manager Community Wellbeing & Culture	Informed	Informed or involved	Up to $15,000 direct commission possible. $15,001 to $50,000 competitive process with minimum 2 tenders or exemption required	Includes temporary projects / initiatives i.e. Light Box Lane Program
Level Two	$50,000 - $150,000	Up to 2 years	ACAC / PRG provide advice and recommendations	To be approved by the General Manager, Community & Culture	Informs & Advises	Advise, Evaluate & Recommend	$50,001to $300,000 minimum 3 tenders required – Open EOI recommended, limited invitation possible otherwise	Small Scale public artworks, Public Art Program Commission
Level Three	$150,000 - $300,000	Up to 2 years	ACAC / PRG provide advice and recommendations	To be approved by the General Manager, Community & Culture	Informs & Advises (member/s nominated for assessment process)	Advise, Evaluate & Recommend	$50,001to $300,000 minimum 3 tenders required – Open EOI recommended, limited invitation possible otherwise exemption required	Medium scale public artworks
Level Four	$300,000 - $500,000	Up to 4 years	ACAC / PRG provide advice and recommendations	To be approved by the General Manager, Community & Culture with Executive and Councillor Briefings at discretion	Informs & Advises (member/s nominated for assessment process	Advise, Evaluate & Recommend	OPEN EOI process recommended. Public / Selective request for Tender Process	Large scale public, more complex artworks

NOTES

Commissioning/Procurement model: To be read and reviewed with reference to Bass Coast Shire Council procurement thresholds and methodology.

Level Four : Bass Coast Shire Council has not previously commissioned a work at this level. The inclusion of Level Four allows for a process to apply for a work within this expenditure range for future potential over the lifespan of this Framework.

