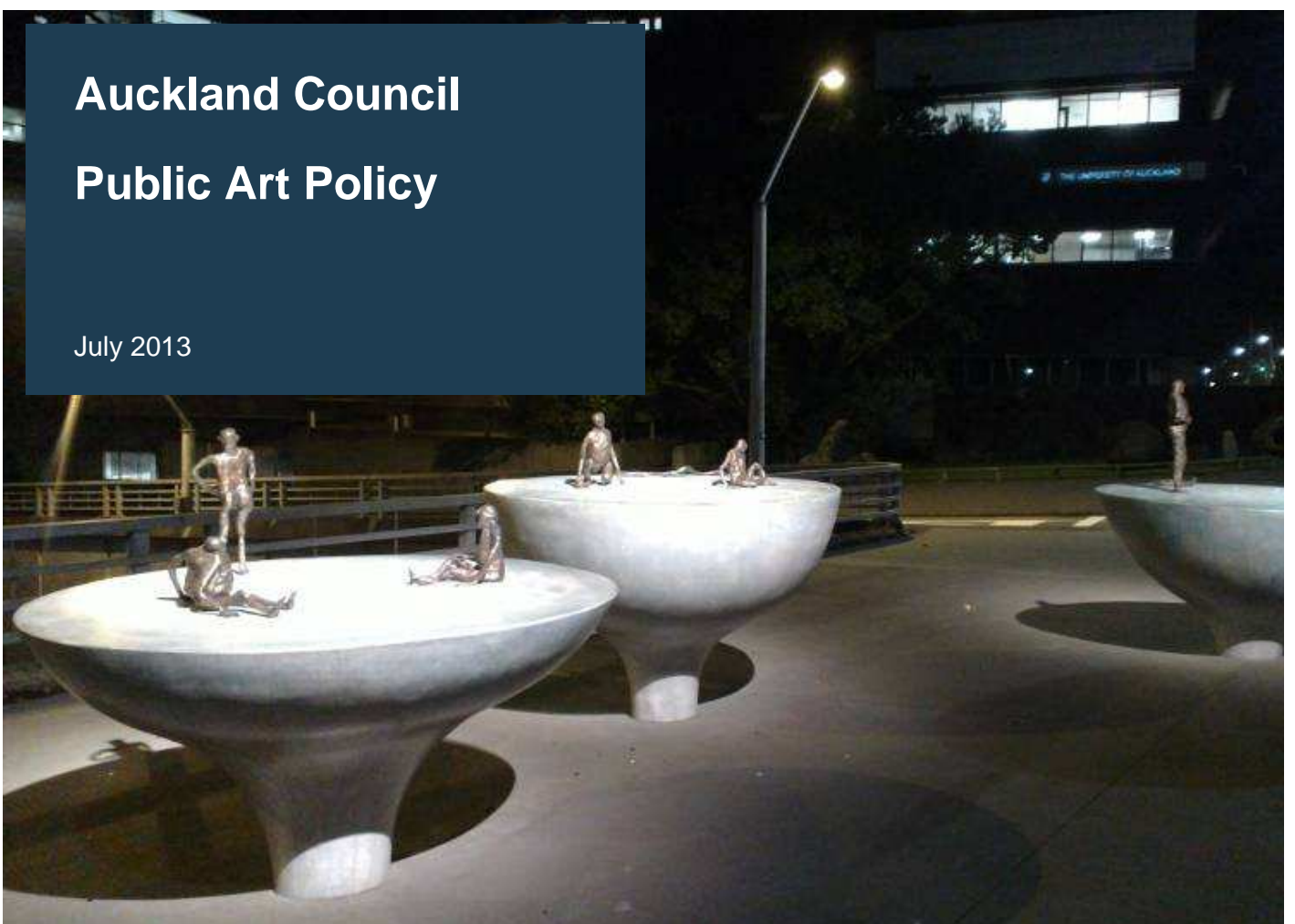


Auckland Council Public Art Policy

July 2013





Michio Ihara, Wind Tree 1977 / 2011, Wynyard Quarter; restoration and re-siting project, photo courtesy of "Big Little City" (top); Jeff Thomson, Pupuke to the Sea 2012, Milford Plaza (bottom)

The image section of the draft public art policy (page 2-8) provides examples of the inclusive breadth and creative diversity of public art forms which this policy embraces; revealing the variety of artists and public art approaches which are possible across Auckland. The examples are neither exhaustive nor prescriptive.

Cover images: Francis Upritchard, *Loafers* 2012, Symonds and Wellesley Streets (top); Phil Dadson and Carol Brown , *Urban Devas* 2010, *Living Room Programme*, Quay Street (bottom)



Robin Rawstorne, *Massey Library Children's Section* rendering 2011, courtesy of the artist and Warren & Mahoney Architects (top); Terry Stringer, *Mountain Fountain*, (re-installed September 2010), a restoration and re-siting project from Aotea Square to Holy Trinity Cathedral, Parnell (bottom)



Tiffany Singh and Tessa Laird, Wihaan, 2010, Micro Sites project, Constitution Hill, Learning Quarter, Auckland (top); Jennifer Mason, Experiment 14: The point at which five subjects lose control over their facial expression due to physical exertion, Bledisloe Walkway Light Boxes, 2010 (mid-left); Young-Hae Chang Heavy Industries, The Life of the City of the Mind 2011, Living Room Programme, Lorne Street (mid-right); Caroline Rothwell, Red Tree, Rocket Park, Mt Albert, 2012 remedial work (bottom left); Neil Miller, Reconciliation Bridge 2003, Opanuku stream, bridge linking Corban Estate and Henderson Park (bottom right).



Gregor Kregar, Sara Hughes and Davor Popadich, *Transition Cloud* (concept renderings), Infratil New Lynn development; due for completion 2013; Regan Gentry, *Learning Your Stripes* 2012, Papatoetoe Returning Serviceman's Association, Papatoetoe War Memorial Library and Burnside Park; images courtesy of the artist and Auckland Council (middle left and right); Ani O'Neill performance and participation project 2012, *Living Room Programme*, Khartoum Place (bottom left); Paula Roush performance and participation project 2010, *Living Room Programme*, Queen Elizabeth II Square (bottom right)



Billy Apple, Wairepo Swamp Walk and The Corner Post 2011, Kingsland (top and bottom left); Yarn Bombing, unknown artist and location (bottom right)



Creative Spaces (architects), Mangere Arts Centre - Ngā Tohu o Uenuku, 2010 (left); John Ioane, "Kaha Molosi - Strength Strength", 2005, Kotuku House, Manukau (right); Ujino, Dragon Head 2011 (temporary installation), Living Room Programme, Aotea Square, Auckland (bottom)



Jason Hall, *Oratia and Opanuku Bridges*, Henderson; images courtesy of the artist and Auckland Council. (top); Seung Yul Oh, *Glob Glob* 2011, Newmarket Arts Trust commission, Newmarket (bottom left); Flox, 2011 mural on Cross Street (bottom right)

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1. Introduction

Art and artists are a significant part of Auckland's creativity and dynamism. Public art is the process and result of engaging artists' creativity and ideas in developing Auckland's contemporary public realm.

What Auckland Council seeks to achieve through the Public Art Policy is that all Aucklanders and visitors have the opportunity to experience thought-provoking, culturally vibrant, enjoyable, challenging and inspiring public art and public spaces that are distinctive and unique to Auckland. Auckland's public art will celebrate the region's creativity; reflect and express the diversity and character of Auckland; generate pride and belonging; and transform Auckland's public places. The Public Art Policy reflects the council's long-term commitment to developing and supporting public art activities and caring for Auckland's collection of public art assets.

The council has a strong interest in supporting public art activity in all its forms because it contributes to Auckland's vision in the Auckland Plan of being the world's most liveable city.

"As the world's most liveable city Auckland will be a place that Aucklanders are proud of, they want to stay or return to, and others want to visit, move to, or invest in".

This policy has been developed to clearly articulate why and how the council is involved in public art, what council seeks to achieve from supporting and investing in public art, the principles that guide council's actions, the various roles the council plays and the context within which decision making for public art occurs.

1.1 Auckland's unique context

Auckland has a unique and distinctive context that public art through this policy will give effect to.

Public art will respond to what is special about Auckland with our unique combination of qualities: our indigenous Māori culture, multicultural diversity, our youthful population, heritage and history, stunning natural landscape and the special character of our built environment; and our distinction as the world's largest Polynesian city.

1.1.1 Treaty relationship with Mana Whenua

Auckland is founded on the Treaty relationship with Mana Whenua and a Māori identity that is Auckland's point of difference in the world.

Auckland is home to the country's largest Māori population and the Mana Whenua of the Auckland region bear the cultural traditions and heritage, which make Auckland unique.

Council will partner with Mana Whenua to ensure that public art activities contribute to the visibility and celebration of their stories and histories.

1.1.2 People diversity

Auckland's cultural, ethnic and demographic diversity is one of the region's most distinctive characteristics.

Council's public art activities will increasingly give expression to, make visible and meet the place-making aspirations of Auckland's Pacific peoples, diverse ethnic communities and children and young people:

- Auckland is home to the largest Polynesian population in the world, with two thirds of New Zealand's Pacific people. Dynamic Pacific languages, cultural practices and customs make Auckland distinctive; and Council will work with the region's Pacific communities and artists to ensure that public art activities contribute to celebrating Auckland's Polynesian richness.

- By some counts Auckland ranks amongst the most multicultural cities in the world, with 37% of Aucklanders coming from overseas; more than 180 different ethnicities; and almost 40% of Aucklanders were not born in New Zealand. In the last 15 years the greatest increase of any ethnic group has been in those of Asian origin, principally from China, India and Korea. Council will work with Auckland's diverse ethnic, linguistic and cultural communities to reflect and respond to their stories through public art as opportunities arise.
- By global standards Auckland is still a relatively small, comparatively young city, both in terms of the age profile of its population and the history of its development. Auckland's youthfulness and rapid growth have contributed to the energetic atmosphere in parts of the city. One third of children in New Zealand live in Auckland; and our children and young people are the top priority of the Auckland Plan. Focusing on creating a city that is a great place for children, young people, their family and whanau to live, will contribute substantially to making Auckland the world's most liveable city; and public art will play a role through engaging with and giving expression to the creativity of Auckland's children and young people.

1.1.3 Distinctive natural and built environments

Public art activity will respond to the uniqueness of Auckland's distinctive natural environment and built character:

- Auckland has a natural environment that few other cities can match: our beaches, islands, harbours, waterways, volcanoes, ranges, lush forests and productive rural areas provide a magnificent setting for the diversity that is Auckland.
- Auckland's built environment, which retains the feel of a collection of villages and town centres each with its own distinctive characteristics, tells of our heritage and neighbourhood identities.

1.2 Auckland Council context

The policy takes into account Auckland Council's unique shared governance structure recognising that whilst Auckland is now one collective entity, it is also many communities governed by both a regional governing body and 21 local boards, each with its own aspirations and plans. These two governance arms each have distinct decision-making responsibilities as defined in the Local Government Act and in the allocation of decision-making for non-regulatory activities in the Auckland Council Long-term Plan 2012-2022. Decision-making for public art is shared between the council's two governance arms, with local boards responsible for local public art work and local public art programmes; and the governing body is responsible for the region-wide public art programme and regional public artworks.

Council controlled organisations such as Auckland Transport, Auckland Waterfront Development Agency Limited and Regional Facilities Auckland; and on a case by case basis Auckland Council Property Limited and Watercare Services Limited, are also variously involved in and responsible for the development of new public artworks and the care and maintenance of public art assets in accordance with this policy.

The governing body and the 21 local boards are supported by the council's Arts and Culture unit and by others in the council organisation in the planning and operational delivery of public art programmes and projects and in the care and maintenance of the public art collection.

Collectively, the two governance arms, the relevant CCOs, and the council administration make up the Auckland Council group that is involved in the development and care of public art.

1.3 Strategic links

Public art activity supports the Auckland Plan vision to be the world's most liveable city.

What council seeks to achieve through the Public Art Policy is aligned with the desired outcomes of the Auckland Plan and the City Centre Master Plan, particularly:

- An Auckland of prosperity and opportunity
- A beautiful Auckland that is loved by its people
- A culturally rich and creative Auckland
- A Māori identity that is Auckland's point of difference in the world
- The integration of art into our everyday lives

Public art activity specifically supports four strategic directions identified in the Auckland Plan (AP); priority 5 of the Economic Development Strategy (EDS); and outcome 4 in the City Centre Master Plan (CCMP), namely:

- AP Strategic Direction 2: Enable Māori aspirations through recognition of Te Tiriti o Waitangi / The Treaty of Waitangi and Customary Rights
- AP Strategic Direction 3: Integrate arts and culture into our everyday lives
- AP Strategic Direction 6: Develop an economy that delivers opportunity and prosperity for all Aucklanders and New Zealand
- AP Strategic Direction 10: Create a stunning city centre, with well-connected quality towns, villages and neighbourhoods
- EDS Priority 5: Develop a vibrant, creative international city
- CCMP Outcome 4, Target 1: A city centre that is a window on the world where all of Auckland's many cultures are celebrated; with a targeted increase in the number of public artworks in the city centre

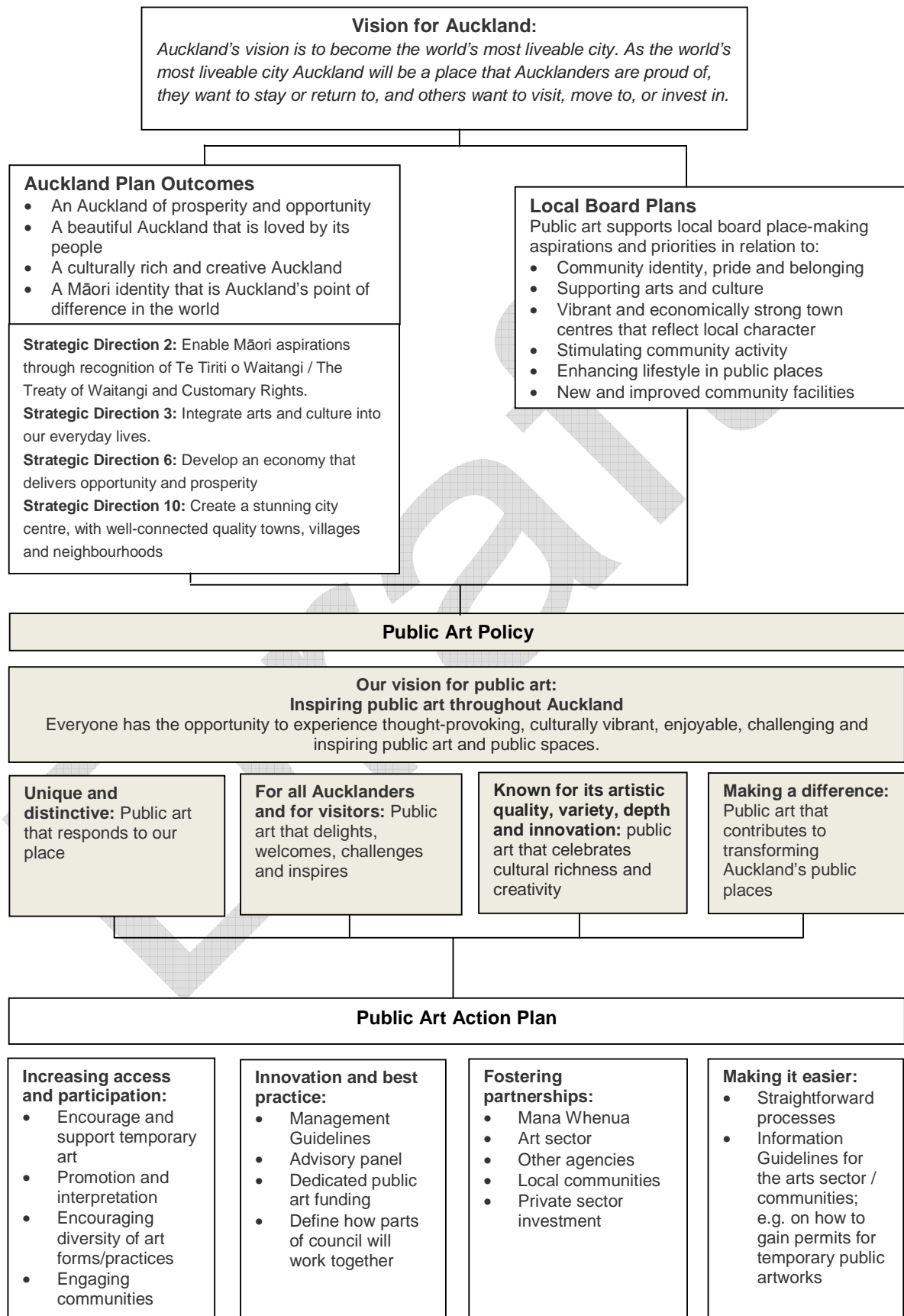
Public art is also a vehicle for achieving the outcomes, objectives and priorities of local board plans. This policy is not intended to be prescriptive or unduly restrict the decision-making role of local boards; rather, it underpins the strategic outcomes that may inform the development of future local board plans and priorities in relation to public art and enables regional and local initiatives to collectively support Auckland's community, cultural and economic aspirations.

Public art also contributes to a wide range of other strategies and plans that support the implementation of the Auckland Plan. Those which are relevant to the Public Art Policy include but are not limited to:

- Arts and Culture Strategic Action Plan¹
- Auckland Design Manual
- Auckland City Centre Master Plan
- Auckland Waterfront Master Plan
- The Unitary Plan
- Open Space Strategy and associated strategies and plans
- Any plan, planning rules, policy or legislation that applies to council land and / or is about place making in Auckland

The Public Art Action Plan outlines what the council administration and relevant CCOs will do to deliver on the public art policy; and identifies areas of focus to ensure best practice in planning and delivery, and care and maintenance of public art.

Figure one: Strategic Links



2. Purpose and scope

2.1 Purpose: why do we need a policy?

A policy is required for facilitating excellence, alignment and transparency in all public art activity; and to bring clarity and cohesion to Auckland Council public art delivery and care and maintenance of its public art collection. Council has a strong legacy of investment in public art and a collection of more than 1000 public artworks throughout Auckland. As guardian of the public realm on behalf of all Aucklanders council has a role to lead and inspire; and a responsibility to manage and influence what happens in public space and to ensure openness and transparency in the way decisions are made about public art.

The public art policy enables key stakeholders, the public, elected representatives (both governing body and local boards), the council administration and council controlled organisations, to understand why and how council is involved in public art, what council seeks to achieve, the principles that guide council's actions, the various roles the council plays and the context within which decision making for public art occurs.

In particular the policy sets out to:

- define the desired impacts of council's involvement in public art
- articulate the value and benefits of public art for Auckland
- clarify the complementary decision-making roles and responsibilities of the governing body and 21 local boards for public art within the context of the allocation of non-regulatory decision-making responsibilities
- clarify the public art roles and responsibilities of the different parts of the council administration, and the council-controlled organisations (CCOs)
- define key terms relating to public art and art in public space and the scope of council's work in public art
- provide a framework for evaluating the success of the policy using measures described in the Action Plan.

The policy is supported by a Public Art Action Plan which identifies what the council administration and relevant CCOs will focus on to build on Auckland's successes in public art and improve public art planning, delivery and care and maintenance.

2.2 Policy rationale: why and how is council involved?

Auckland Council supports and invests in public art activities as a local public service because of the many benefits art in public spaces provides for Auckland's communities; including:

- meeting the community need for best practice place-making that reflects and contributes to Auckland's dynamism and economic prosperity
- contributing to the liveliness and cultural richness of public space and to the diversity of creative expression in the city's public realm
- giving visibility to, and celebrating, Auckland's distinctive and unique Māori identity and culture
- reflecting and expressing Auckland's distinctive Pacific identities and cultures
- reflecting and expressing Auckland's unique point of difference in the world and the character and identity of our diverse ethnic communities, cultures and places

- generating a sense of pride and belonging in Aucklanders
- enhancing Auckland's attractiveness as a distinctive destination for visitors and new arrivals
- the aesthetic enhancement and improvement of the public realm through creative interpretation, knowledge and inspiration
- attracting additional publicity and increased inbound tourism
- helping solve particular public space challenges, such as how to make places more accessible and safer, through integration with urban planning and improvement processes

2.2.1 Council's involvement

Auckland Council's involvement in public art includes:

- guardianship Auckland's public places on behalf of Aucklanders
- guardianship and ownership of a region-wide collection of public art on behalf of Aucklanders
- planning and delivering an on-going portfolio of public art activities, both temporary and permanent, in support of the Auckland Plan and 21 local board plans and development priorities
- ensuring council has appropriate expertise to guide the curatorial vision and planning for the whole portfolio of public art activity which includes supporting and advising local boards, the governing body and CCOs; and organisations outside of council working together with council
- an on-going portfolio of public art plans and projects devised in partnership with CCOs, Mana Whenua, sculpture trusts and other external organisations
- facilitating, celebrating and supporting the activities of Auckland's arts and cultural sector in public places
- facilitating public art activity through provisions in District Plans or the Unitary Plan (e.g. Central Area Plan provisions for temporary works of art and non-noisy art installations as permitted activities for up to 60 days)
- influencing the character and fostering the high quality of public art undertaken by others

Aside from the varied council-led public art projects, many public art activities in Auckland occur with little or no involvement from Auckland Council apart from granting permits to undertake the activity in public places.

The policy provides guidance on council's involvement and aims to encourage the arts sector and Auckland's communities to initiate, plan and deliver public art activity either in partnership with Auckland Council or alongside council's portfolio of activity.

Council's role in relation to public art activity includes:

- providing curatorial strategic direction and planning
- commissioning and delivering
- facilitating public art activity planning through council processes (e.g., in most cases, subject to all other controls, public art is a permitted activity in Auckland's Unitary Plan provisions)
- managing the impact of public art activity on local communities and the environment
- processing consents, permits and licenses required to create public art activities
- monitoring compliance with regulatory and licensing requirements (e.g., national legislation, unitary plan, bylaws)
- supporting public art activity delivered by others
- incentivising public art activity delivered by others (e.g., through Floor Bonus Area scheme provisions of District Plans and the Unitary Plan)
- providing venues for staging temporary public art activities
- promoting and interpreting public art

- providing advice and support to build capability in the public art sector
- providing leadership and guidance towards best practice and innovation in public art activity

2.3 Definitions of public art

Art and artists are a significant part of Auckland's creativity and dynamism. Public art is defined and shaped by artists working in the public realm. For artists, public art, like all art, is a place of enquiry and experimentation; therefore what constitutes public art continues to evolve. Council's policy applies to the following definition of public art:

Public art is the process and the result of artists' creativity and ideas in developing Auckland's contemporary public realm.

Public art in this document refers both to council's own public art activity as well as any arts activity in public places that is intended as public art and planned and delivered by external third parties.

Council's definition of public art is broad and inclusive; and this section of the policy addresses this inclusivity and the ever-evolving nature of public art from three perspectives:

- the creative processes and art forms that comprise public art
- the characteristics of temporary public art
- the characteristics of permanent public art

2.3.1 Public art: creative processes and art forms

Public art includes but is not limited to:

- the integration of artistic or design features into urban design elements such as buildings, streets, bridges, public transport stations and hubs, plazas, parks, the water's edge including coastal walkways and stream regeneration sites, and other public places
- discrete artistic objects such as sculpture and murals in public places
- the processes and the results of participation by artists on design teams that develop public places
- art processes and artworks in the public sphere that may be variously described as sculpture, performance, sound, moving image, light, digital art, painting, photographs, murals, street art, paste-art, graffiti art (excluding territorial tagging) and other 2-dimensional art forms, new-genre public art, land art, folk art, integrated art and design features, knitting and crochet-bombing, sculptural architecture, relational aesthetics and / or installations and emerging and yet-to-be-known art forms and practices in digital media, including intangible and virtual work
- temporary public art activities, including, but not restricted to performance, ephemeral and time-based sculptural installations, temporary installations of durable artworks, light art, sound art, video projections, poster art, broadcast art and other media arts, flash mobbing and / or movable artworks
- artists working in and with communities, including:
 - the collaboration of arts practitioners with communities to achieve artistic and social outcomes in the public realm;
 - processes of collective creativity; and
 - community-based issues reflected and expressed through the development of public art

2.3.2 Temporary public art and art in public places

This policy identifies that there are transformational opportunities for Auckland in giving significant focus to developing temporary public art activities across the region. By temporary public art, this policy means:

- artworks intended as temporary, which may include having an intended lifespan of anything from less than a day to several years
- any art form, artwork or art genre that is curated into a temporary public art project or programme and intended as public art at the time of presentation; including but not limited to:
 - murals and street art, including graffiti art (excluding territorial tagging) where the work is intended to be removed, replaced or refreshed within 5 years to ensure the artwork's relevance to its site and community interests; and its on-going good repair
 - artworks that engage any of the processes and forms defined in Section 2.3.1 of the Public Art Policy and any future forms of art that artists devise which may be realised in a temporary form; including, but not restricted to performance, ephemeral and time-based sculptural installations, temporary installations of permanent artworks, light art, sound art, video projections, poster art, broadcast art and other media arts, flash mobbing and / or movable artworks

2.3.3 Permanent public art

Permanent public artwork is defined as:

- intended as a permanent feature of a place-making project in the public realm, an existing public site, or accessible or visible to the public, whether delivered by council (including CCOs), or private interests which are developed through council incentives, such as the Floor Bonus Area scheme (including new commissions as well as gifted artworks)
- artworks of durable materials and robust fabrication methods intended to be fixed to one site for an enduring lifespan and that notwithstanding their durability, will require care and maintenance as a capital asset with the expectation that each artwork contributes to the lasting legacy of Auckland's public art collection
- including any of the processes and forms defined in Section 2.3.1 of the Public Art Policy and any future forms of art that artists devise which may be realised in a permanent form, so long as the two conditions above are met
- including art and design features, conceived by artists, which may have a functional purpose that are integrated within the design of larger development projects (such as within the overall design of bridges, walkways, streets, facilities and parks)

2.3.4 Public place and public space

In this policy "public place" and "public space" means a place that is under the control of Auckland Council and Council Controlled Organisations; and that is open to, or being used by, the public, whether or not there is a charge for admission.

2.4 Scope of council's public art collection

Artworks of Auckland Council's public art collection within the scope of this policy are:

- public artworks in Auckland Council's public art asset collection (including loan items), or located on council property;
- public artwork owned by a third party, or owned by council, and located on a third party site, but developed in partnership with Auckland Council, or covered by a standard loan agreement (SLA) or memorandum of understanding (MOU) with council
- artworks in public space or on private property, accessible or visible to the public and which have been developed through, or directly benefitted from, district plan or Unitary Plan Floor Bonus Area schemes, or any council-controlled public art incentive schemes that council may devise
- any other public art activity that is not specifically excluded (below) and that requires a permit or consent

Certain objects that are not usually classed as public art may on occasion be included in the public art collection; especially where they are conceived and designed by an artist, and intended as an artwork. Therefore, unless conceived and designed by an artist, and intended as an artwork, the following are excluded from the scope of this policy:

- council heritage items (such as historic fountains, memorials, military artefacts, machinery, heritage plaques, and historic statues or heritage monuments);
- council gift archive (corporate gifts)
- architectural features, either incorporated as part of a larger project (a building or a landscape), or resulting in architectural ornamentation (railings, light fixtures, floor surfaces, etc.), or standalone elements (e.g., tiles created by a designer, or a town icon created by an engineer)

Other artworks excluded from the scope of council's public art collection:

- moveable artworks displayed inside council owned buildings and facilities (referred to as the Indoor Art Collection)
- artworks in discrete collections such as those held by libraries, or managed by CCOs such as Regional Facilities Auckland (RFA) including The Centre for Performing Arts (formerly The Edge) or Auckland Art Gallery unless covered by a contract, such as a Loan Agreement or Licence and intended as a public artwork
- privately owned artworks on private property that simply happen to be visible or accessible to the public are excluded (unless they have been developed through, or directly benefitted from, district plan floor space bonus schemes, or any council-controlled public art incentive schemes)
- publicly owned artworks on Crown land (e.g. NZTA initiatives on NZTA land), unless developed in partnership with Auckland Council, or covered by a standard loan agreement (SLA) or memorandum of understanding (MOU) with council

2.5 Public art: definitions of local and regional

"Local" and "regional" are terms used in local government legislation to determine areas of responsibility for the governing body and 21 local boards. Local and regional public art, for the purposes of this policy, are defined as follows:

2.5.1 Local public art

Local public art is public art where there is local board decision making and occurs in these cases:

- local public artworks are those where local boards make decisions about those temporary and permanent public artworks and public art activities which occur within their defined local board area and / or adjoining local board areas; and which are primarily intended for the benefit of the communities and audiences local to that area
- local public art programmes are those where local boards make decisions about the annual and multi-year plans for public art activity which are intended for their defined local board area; and / or adjoining local board areas
- all public artworks are governed by local boards and considered to be matters for local decisions unless they meet the criteria for regional public artworks (see below)

2.5.2 Regional public art

Regional public art is public art where decision making is held by the governing body and occurs in these cases:

- regional public artworks are those which are intended from the outset for a region-wide audience, including both Aucklanders and visitors; or are an integrated part of a regional or national facility; or a regionally significant development project

2.5.3 Regional public art programme

The regional public art programme is a governing body responsibility and refers to council's region-wide programme of public art across Auckland. This covers all council's public art activity, including stand-alone public art projects (both local and regional) and art integrated within capital developments. The regional programme is planned, managed and implemented as a regional programme developed in conjunction with local boards, CCOs and other parties.

While curated and managed as a regional programme, in the main the programme is delivered locally with local boards responsible for decision-making on all local projects within the regional programme.

3. Our vision for public art

Auckland Council supports and invests in public art to deliver on the Auckland Plan and local board plans. This policy draws together the key ideas and outcomes from these plans and expresses in one place what the council is seeking to achieve collectively through public art activity. The shared vision for Auckland's public art is:

Inspiring public art throughout Auckland

Everyone has the opportunity to experience thought-provoking, culturally vibrant, enjoyable and challenging public art and public spaces

3.1 What we seek to achieve

Public art can be a highly visible and tangible expression of the ideas, values, stories and histories of people and place.

What Auckland Council seeks to achieve through the Public Art Policy is that all Aucklanders and visitors have the opportunity to experience thought-provoking, culturally vibrant, enjoyable, challenging and inspiring public art and public spaces that are distinctive and unique.

Auckland's public art will celebrate the region's creativity; highlight Māori identity as Auckland's point of difference, reflect and express the diversity of Auckland's people, respond to our unique natural landscape and the special character of our built environment; generate pride and belonging; and transform Auckland's public places.

We want to achieve public art that is:

Unique and distinctive: Public art that responds to our place	<p>Auckland's public art is distinctive because it gives importance to:</p> <ul style="list-style-type: none"> • site-specific approaches to commissioning that invite artists to respond to Auckland's character, including our places, peoples and stories; and ensure our public art is unique, relevant and memorable • Māori visibility through public art forms which celebrate, express and give mana to Mana Whenua stories, histories, Mātauranga Māori (traditional Māori knowledge, wisdom and understanding) and communities
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	<ul style="list-style-type: none"> • Pasifika art forms which give expression to and celebrate Auckland's Polynesian diversity and richness • Auckland's diverse ethnic communities and cultures • defining Auckland as a unique international destination with recognisable cultural signifiers
For all Aucklanders and visitors: Public art that delights, welcomes challenges and inspires	<p>Public art and art in public places gives form to the full diversity of ideas and sensations:</p> <ul style="list-style-type: none"> • It has a place in creating forms that people recognise as their own and which reflect back to them their character, stories, sense of place and culture. Public art marks significant sites and honours our treasured memories; generates surprise, laughter and contributes to a sense of fun; and is a part of what makes Aucklanders feel more at home in their town centres and neighbourhoods • It has a role in challenging people's ideas, feelings and values. Public art may confront what we know, think and feel; it may create mystery or intrigue; it may engage and provoke thought and inspire debate. It is memorable for its impact as a talking point; and its power to stimulate the imagination • Whether familiar and reassuring, or unexpected and challenging, public art and art in public places enhances people's experiences of public places; contributes to Auckland's attractiveness for children, young people and families; contributes to making the region unique and welcoming for locals and visitors alike; and desirable as a destination and place of enjoyment • It has a role in the development of people's public identity or sense of citizenship; and the creation of cultural and social connectivity and cohesion between citizens • It provides people with opportunities to enrich their own environments, thus ensuring people have an active stake in the local public places that they live and work in
Known for its artistic quality, variety, depth and innovation: Public art that celebrates cultural richness and creativity and models international best practice	<p>Auckland's public art and art in public places is shaped by artists' imaginations; renowned for its high artistic standards; and possesses a rich artistic variety, depth and innovation:</p> <ul style="list-style-type: none"> • through council's support, celebration and involvement of Auckland's artists and arts sector, Auckland's public art and art in public places is a tangible indicator of our city's creativity, wealth of talent, cultural diversity, openness and richness • council also involves the creativity of artists from throughout New Zealand and from overseas
Making a difference: Public art that transforms Auckland's public places	<p>Public art and art in public places is developed and encouraged where it is most likely to have transformative impacts on public places. Public art:</p> <ul style="list-style-type: none"> • provides a unique dimension to public places and therefore has a key place-making role in helping achieve high quality design of public places • contributes to transforming the appearance and experience of places making them more attractive and dynamic

	<ul style="list-style-type: none"> • is deployed as an innovative and creative means of helping to solve particular urban design challenges and problems • includes integrated, and sometimes functional, art and design features within the design of larger development projects (such as bridges, walkways, streets, facilities) • includes temporary public art activities that contribute to the liveliness of Auckland's public realm
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3.2 Our guiding principles – the way we will work

Council will be an effective leader in place-making through public art by:

- **Working with others** to recruit, foster and support the enthusiasm, ideas, talents and resources of organisations and individuals to help plan and deliver public art activity; including seeking to influence the character and high quality of public art developed by others; and this includes working collaboratively across the council group.
- **Valuing Mātauranga Māori** by building and maintaining respectful relationships and partnerships with the Mana Whenua groups of Auckland. . Note: Mātauranga Māori is the accumulated knowledge and understanding of how Māori interpret the world. The values, traditions and language provide the unique blend of traditions which identifies Aotearoa New Zealand in the world.
- **Investing in the right expertise and capability** in public art curating and management, planning and delivery, care and maintenance:
 - ensuring that the governing body and 21 local boards have access to expert recommendations on the artistic content of public art programmes and projects
 - engaging independent expert advice in the form of an advisory panel
- **Delivering best practice** in all areas of public art activity, from the selection of opportunities and the conception of projects through to the delivery, care and maintenance of Auckland's public art within an environment of continuous improvement. Council's aspiration for the best artistic results across all art genres and types also means ensuring that there is a strong connection between the artwork and its site, neighbourhood and its community or context and high quality processes and materials are used in the design, making and installation of artworks to ensure their robustness and durability.

4. Roles and responsibilities

The various parts of council have different and complementary roles and responsibilities in respect of public art. The following sections set out the specific functions and responsibilities for each body.

This section also articulates the roles of council's key partners and other organisations involved in public art activity.

4.1 Governing Body and Local Boards

Auckland Council has a unique shared governance structure comprising a regional governing body and 21 local boards that share decision-making for public art activity. The governing body has allocated decision-making responsibility for non-regulatory activities such as public art to the 21 local boards in accordance with the provisions set out in Section 17 of the Local Government (Auckland Council) Act 2009. While local boards make decisions regarding most public artworks, decision-

making for public art is shared between these two governance arms as set out in the Auckland Council Long-term Plan 2012-2022:

Auckland Council's public art activity consists of a region-wide programme delivered locally	
Local boards are allocated decision-making responsibility for: <ul style="list-style-type: none"> local public artwork and local public art programmes maintaining the service capacity and integrity of local public art assets throughout their useful life in accordance with Auckland-wide parameters and standards set by the governing body 	The governing body is allocated decision-making responsibility for: <ul style="list-style-type: none"> regional public artwork and regional public art programmes maintaining the service capacity and integrity of regional public art assets throughout their useful life and setting Auckland-wide parameters and standards for all asset management planning

4.1.1 Decision-making about public art

The key activity stages at which the governing body and 21 local boards make decisions in relation to public art are set out below.

Activity	Local Boards input and decisions	Governing body decisions
Regional public art programme	Review and input on public art projects and opportunities in their area	Approve programme and budget
Regional public artworks	Review and input on regional projects in their area	Approve opportunity / site Approve concept Approve budget
Local public art programmes	Approve programme and budget	
Local public artworks	Approve opportunity / site Approve concept Approve budget expenditure (budget follows decision-making going forward in each following financial year)	
Gifts, Acquisitions, Re-siting & Removal	Approve for local artworks in their area	Approve for regional artworks
Renewals; and care and maintenance	Input on region-wide programme of renewals; and care and maintenance plans for artworks in their area.	Approve region-wide programme of renewals; and care and maintenance plans. Maintain the service capacity and integrity of regional assets throughout their useful life and setting Auckland-wide parameters and standards for all asset management planning.
Council's public art administration supports the governing body and 21 local boards with: <ul style="list-style-type: none"> Expert curatorial guidance and advice and project management recommendations on local and regional public art opportunities, benefits, priorities, artists' concepts and developed plans Expert guidance and advice on gifts, acquisitions, re-siting and removal projects Public art programme and budget planning Expert administration and management of public art delivery processes Expert advice and management to ensure proper care and maintenance of public art assets in accordance with Auckland-wide parameters and standards set by the governing body 		

In keeping with their governance roles, the governing body and 21 local boards make decisions with regard to strategic alignment, development and place-making priorities, budgets and timing, and provide oversight of council processes.

The governing body and 21 local boards are supported by the public art expertise of the council administration for recommendations on the art content and on the artistic nature of public art programmes and projects. Council's administration is also supported by an Advisory Panel that provides independent public art, place-making and Mātauranga Māori expertise.

4.1.2 The place-making role of local boards

Local boards have a key role in establishing Auckland's place-making priorities. Most public artworks are local by nature. Auckland's 21 local boards are uniquely placed to know and understand the aspirations, diversity, character and needs of their local communities and the distinctive places of their board area. Local board input to region-wide programme planning is required to identify local development and community priorities.

4.2 The council administration

Within the council administration, the Arts and Culture unit leads planning and delivering the region-wide programme of public art activities. This unit provides expert public art curatorial guidance, advice and operational support for local and regional public art activity to both the local boards and the governing body. The combination of curatorial leadership, planning expertise and delivery capability within council's Arts and Culture unit, place-making and urban design teams and relationship teams (e.g. Maori Strategy and Relations and International Relations) means that council is able to plan and deliver public art programmes and public artworks across council, with CCOs, and in partnership with other external parties.

Other council departments are responsible for facilitating events (which include temporary public art activities), licensing and compliance, building consents and granting landowner consents.

There are other parts of the council administration that are involved in the planning and delivery of public artworks and activity either in a regulatory or supporting function or because public artworks are integrated within wider development projects (such as town centre up-grades or precinct developments).

4.3 Advisory panel

Council works with an independent and external expert panel, whose role includes reviewing and discussing council's public art plans, programmes and projects and providing advice to council officers, who in turn provide advice and recommendations to local boards and the governing body. The Panel consists of people with a balanced array of arts, culture and architectural and urban design expertise, including Mātauranga Māori (traditional Māori knowledge, wisdom and understanding). The Panel's advice is also available to the governing body and local boards through council officers.

The external advisory function has many benefits for both elected representatives and the council administration. Terms of Reference (TOR) and membership of the Panel ensure that the council administration receives independent advice that meets the requirements of a region-wide programme of public art and the needs of the shared governance structure of Auckland Council.

4.4 Council Controlled Organisations (CCOs)

Many public art opportunities occur within the capital works programmes and place-making activities of the CCOs; and on the land assets owned by CCOs or managed by CCOs on behalf of the governing body.

The following CCOs share responsibility with council for the planning, delivery and care and maintenance of public artworks and are required to act in accordance with the full purpose and objectives of the public art policy:

- Auckland Transport and Auckland Waterfront Development Agency Limited with regard to on-going public capital works programmes in which place-making projects may include integrated public artworks; and land and asset ownership with implications for the care and maintenance of public artworks
- Regional Facilities Auckland which manages major regional facilities and venues across the city: regional and national facilities development which may include integrated public artworks; and asset acquisitions with implications for the care and maintenance of public artworks
- Auckland Council Property Limited: regional and national facilities development; and asset acquisitions with implications for the care and maintenance of public artworks

Watercare Services Limited is separately funded and Auckland Council will work with Watercare on a case-by-case and occasional basis with regard to public capital works place-making projects within which there are from time to time integrated public artworks (e.g., Ponsonby Reservoir).

This policy requires CCOs involved in public art and public place-making projects to give effect to the full purpose and objectives of policy and this includes requiring their administrative teams to work closely with council's Arts and Culture unit and to follow the policy processes, to ensure the region-wide integration of all public art activity within council's regional programme of public art.

Similarly, council asset managers and CCOs will work together to collectively ensure that council's region-wide public art collection is cared for and maintained according to the processes and levels of service requirements stated in council's Arts and Culture Asset Management Plan and other relevant plans for council funded projects.

The mechanisms and processes for council and CCOs working together will include:

- a collaborative approach through shared management guidelines between each CCO and council's Arts and Culture unit;
- appropriate written protocols and a Memorandum of Understanding (MOU) between each CCO and council outlining how they will work together on public art;
- reference to the public art policy in the Statement of Intent (SOI).

4.5 Independent Māori Statutory Board

The Independent Māori Statutory Board (IMSB) has a role to monitor the council with regard to its engagement with iwi in Tamaki Makaurau, and to ensure the council acts in accordance with Te Tiriti o Waitangi/ the Treaty of Waitangi. Auckland Council is obligated under Part 7 of the Local Government (Auckland Council) Amendment Act 2009 to consider the recommendations of the IMSB and where applicable work with the board on policies and plans that have a significant impact on Māori. This means that in relation to public art the Auckland Council administration and CCOs have a duty to ensure that any recommendations made by the board, through their representation on the Governing Body, are carefully considered, and where appropriate incorporated into the public art programme.

These obligations to the IMSB, do not preclude any other statutory obligations the council has to iwi and Māori. It is essential, that council builds its relationship with Māori organisations and ensures that the policy reflects their interests and aspirations.

4.6 Mana Whenua

The Mana Whenua of the Auckland region bear the traditions and history which make Auckland unique.

Mana Whenua have articulated that the natural and built environment, including public art, are a vehicle for expressing the indigenous culture of Tāmaki Makaurau and they wish to see:

- that the special relationship between Mana Whenua and Auckland Council is recognised
- Māori have visibility across Auckland and especially in key locations where it might be expected (such as CBD, metropolitan centres and regional gateways)
- early involvement with Council including CCOs in planning
- a consistent, simple and streamlined interface with Auckland Council

Council will work closely with Mana Whenua by seeking their advice and by working together in the planning and delivery phases of its public art activity; and in the care and maintenance of Māori taonga and Māori art in public space.

Council will in particular, consult with Mana Whenua at the earliest stages of planning new projects to identify, and work together on, areas of shared interest.

The mechanisms and processes for Mana Whenua and council working together will be defined and developed as an action in the Public Art Action Plan.

4.7 Mātāwaka

Mātāwaka is a term that applies to all Māori (residents, ratepayers and groups) living in Auckland whose whakapapa is outside of the region. In the context of this policy it encompasses Māori artists and arts groups.

In keeping with the policy objectives to celebrate and support Auckland's arts and culture, the creative activities of Mātāwaka will be celebrated and supported through council's public art activities.

4.8 Council's other advisory panels

Council has appointed a number of other advisory panels, whose role is to identify and communicate the interests and preferences of Auckland's communities relating to the specific portfolio of the panel, and to advise on ways to engage with these groups. Council will engage with all relevant advisory groups including, but not limited to, the following:

- Pacific Peoples Advisory Panel
- Ethnic Peoples Advisory Panel
- Youth Advisory Panel
- CBD Advisory Board
- Heritage Advisory Panel
- Disabilities Strategic Advisory Group

- Rural Advisory Board
- Business Advisory Board
- Urban Design Panel

4.9 Artists, arts organisations and communities

Artists and a wide range of other individuals, agencies, groups and organisations comprise Auckland's creative ecology and have a role in the conception and delivery of public art. Communities also have a stake in the local public places that they live and work in; and council will provide opportunities for people to enrich their own environments. Council will build relationships and work collaboratively with artists, others across the arts sector, and communities, including, but not limited to:

- Artists (including local, national and overseas)
- Curators, arts managers, art spaces, galleries, museums, community arts organisations and facilities
- Arts communicators and media
- Mātāwaka (Māori artists, curators, arts groups and other creative professionals living in Auckland whose whakapapa is outside of the region)
- Auckland Pacific creative communities
- Auckland's diverse ethnic, linguistic and cultural communities, communities of place and local neighbourhoods
- Community arts councils
- Architects, designers, landscape architects, urban planners and developers
- Online creative communities
- Public sector organisations (e.g., New Zealand Transport Agency and KiwiRail)
- Business Improvement Districts (BIDs), Business Associations and the wider business community
- Philanthropic trusts and individuals, including private sculpture trusts
- New Zealand Government and cultural agencies (e.g., Creative New Zealand) and foreign government and cultural agencies (e.g., The British Council)
- Education sector organisations, including universities, colleges, art and design schools, schools and pre-schools

5. Planning and supporting public art

5.1 Planning inclusion

Ensuring that public art is included where it has the greatest benefit relies on planning for the potential of permanent public art as early as possible in place-making projects. Therefore the business case design briefs for all council (including CCO) major public place development projects and all major infrastructure projects funded by Auckland Council are required to include consideration of the potential for integrating permanent public art.

Council and CCO place-making teams are required to engage collaboratively with council's Arts and Culture unit and cultural expertise at the earliest concept and master planning stages in order to assess the strategic potential for integrating permanent public art and to set public art priorities.

These requirements include the following types of development project:

- capital works place-making projects such as metropolitan and town centre master plans, major waterfront and regional infrastructure precinct developments, City Centre Master Plan and open space developments
- new local, regional and national facility projects (including, but not limited to community centres, libraries, recreational facilities, swimming pools, service centres, art centres, art galleries, theatres and stadiums)
- town and village centre and major street upgrade and development projects
- infrastructure projects funded by Auckland Council (including, but not limited to pedestrian and transport bridges, train stations, transport hubs, wharfs and coastal walkways)
- architectural projects where public space objectives and public art outcomes can be achieved through artist-architect collaborations
- park and landscaping developments where public space objectives and public art outcomes can be achieved through artist-landscape architect collaborations
- greenfield and brownfield precinct developments funded by Auckland Council or where Auckland Council is a development partner, including metropolitan, suburban and rural locations

5.2 Encouraging temporary public art

Council delivers its own temporary public art programmes as well as seeking to encourage others outside of council who wish to devise and present temporary public art.

Council will support and facilitate this activity through straightforward council processes. Community-initiated temporary public art activity will not be required to go through the public art approval processes required by council for permanent public art works, although landowner approval may still be required on a case by case basis.

5.3 District plan provisions and managing public art

Council's unitary plan (currently in draft) makes provision for public art as a permitted activity in all districts in order to streamline permitting processes for public art, subject to all other controls. This is particularly beneficial for encouraging others to develop temporary art activities in Auckland's public places.

There is currently also provision for public art through the Floor Bonus Area scheme in the city centre and this is proposed to continue in the unitary plan.

Council will also closely manage and monitor Auckland's permanent public art – as council has guardianship of public places and of art in the public realm on behalf of all Aucklanders, it also has certain responsibilities with regard to decisions about permanent public artworks. As a consequence, permanent public artworks planned by others (external to council) and located on council owned or controlled land are required to follow council's public art administration and governance processes before they are permitted to proceed.

Council will also monitor compliance with regard to all requirements for permanent public artworks developed by others, where council has been involved.

5.4 Influencing the work of others

Council will seek to influence the character and high quality of public art activities devised and delivered by others outside of council. Council will do this through demonstrating best practice and the high calibre of its own public art activity; by developing collaborative relationships with others; and through various process and quality guidelines. Through the stated objectives of the public art policy and through the mechanism of Auckland's Design Manual council seeks to encourage and influence good practice.

5.5 Public art fund for council public art projects

Council has a dedicated public art fund to deliver a region-wide programme of public art projects. The public art fund consists of a capital fund and an associated and consequential operational fund.

Dedicated public art funding is one of the key factors that ensures that council achieves an innovative and transformational public art programme that benefits Auckland and all Aucklanders.

Council's public art is funded by general rates. The capital public art budget will be based on a percentage of council's overall capital budget (working towards 1% of capital expenditure, developed incrementally over the 10-year life-time of the policy).

Council's capital fund for its region-wide programme of public art enables:

- commissioning of new public art projects within council (including CCO) place-making capital works projects; including, but not limited to:
 - infrastructure developments (e.g., motorway and highway projects, pedestrian and transport bridges, train stations and transport hubs, wharfs, coastal walks)
 - major precinct developments (e.g., waterfront, city centre, metropolitan centres, greenfield projects, and developments in rural areas)
 - facility development projects (e.g., community libraries, swimming pools, service centres, art centres)
 - town centre, village centre and major street upgrade and development projects
 - parks development projects
- an appropriate scale and integration of public art of activity within major place-making developments
- the strategic reach of permanent and integrated public artworks across the whole region, including metropolitan centres, town centres, villages, neighbourhoods and rural places
- renewal of existing public artworks to extend their lifespan and therefore their benefits to all Aucklanders
- re-siting and removal of artworks
- partnership projects including integration of gifted artworks and development of co-joint projects with the arts, education and private sectors

Council's consequential operational fund for its regional programme of public art enables:

- continuity of planning and delivery of permanent and temporary public artworks
- the increased and equitable reach of temporary public projects across the whole region, including metropolitan centres, town centres, villages, neighbourhoods and rural places
- care and maintenance of the region-wide public art collection

- the right public art expertise and curatorial leadership within the council administrative organisation to plan public art programmes, to advise local boards and the governing body and to work with council's partners
- project management and administrative capability
- communication with Aucklanders and visitors about the public art programme and collection
- leverage to secure partnership investment from external organisations and philanthropists

5.6 Investment by others

Council will work closely with others to achieve dynamic and distinctive public artworks and activities across the whole region. To this end council will work to secure investment in public art activity from others in the cultural, private and public sectors, and in communities:

- through direct partnerships to achieve public place-making projects involving public art
- by means of Floor Bonus Area schemes or any council-controlled public art incentive schemes that council 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 place-making through public art

6. Care and maintenance

Auckland Council has a region-wide collection of public artwork; and council and others continue to develop new public artworks across the region.

Auckland Council will ensure that all public artworks are identified and catalogued and their location, ownership status and condition are recorded and regularly reviewed. Council will also ensure the proper care and maintenance of its region-wide collection of public art, and where required, the repair of its public artworks.

Auckland Council will work with Mana Whenua to ensure appropriate protocols are in place for the proper care and maintenance of Māori taonga and artworks in public space.

Council will ensure that all artworks are cared for and maintained in accordance with the artistic and cultural protocols appropriate to their origin, intended purpose and location.

Auckland Council's governing body and 21 local boards share decision-making for regional and local asset care and maintenance, and renewals, as indicated in Section 4.1 of this policy.

Auckland Council's Arts and Culture Asset Management Plan specifies minimum levels of service for the cataloguing and on-going care and maintenance of Auckland's public art collection; and is one of the resources used in reviewing the public artwork collection.

7. Re-siting and removal

Cities constantly evolve; and its people and places change. Good urban design helps create attractive, liveable, and functional cities for residents, workers and visitors alike. Auckland Council is

committed to the on-going development and evolution of high quality public places that people use, value and enjoy.

Public artworks often have particular relevance to their site and the history of the area; and council is committed to developing and maintaining the enduring legacy of the region's collection of public art for all Aucklanders. Therefore Auckland Council seeks to retain the integrity of artworks and the relationship to the sites for which they were created throughout their lifespan, in keeping with original intentions, and consistent with the rights afforded by contractual agreements and copyright legislation.

There is recognition, however, that from time to time, as the city changes and evolves, there may be reasons to review the location or retention of a public artwork.

Re-siting or removal (de-accessioning or disposal) of public artworks is considered only after careful and robust evaluation and when no other option exists. Evaluation follows the criteria and process summarised below which are fully detailed in council's re-siting and removal operational process guidelines. Council aims to achieve clear, transparent and rigorous processes for decision-making; respect for moral rights of the artist and integrity of the public artwork and its site; compliance with council's contractual obligations; good management of the public art collection; and a positive contribution to high quality urban design.

Re-siting or removal of a public artwork may be considered if one or more of the following criteria apply. Note that these criteria may prompt a review, but they are not the criteria upon which a final decision is made.

- the artwork requires temporary removal for treatment or safe guarding during redevelopment or works being carried out in its immediate vicinity.
- the public artwork has been lost or stolen
- the artwork is irreparably damaged.
- council's loan agreement, licence or other relevant contract is terminated or expires.
- council is no longer able to meet the terms of acquisition, the terms of bailment / loan agreement or the terms contained in any agreement governing Council's lease or purchase of the public artwork.
- the public artwork endangers public health and safety and remedy is impractical, not feasible or undermines the integrity of the public artwork.
- council is unable to reasonably guarantee the condition or security of the public artwork in its present location.
- continued display of the public artwork undermines the artist's intention
- significant and / or substantial changes in the pattern of use, community, character or design of the environment where the public artwork is located necessitates a re-evaluation of the relationship of the public artwork to the site
- the public artwork site or part of the site is to be redeveloped, demolished or sold and it is not possible to incorporate the public artwork into the redevelopment without compromising the integrity of the public artwork or incurring excessive costs
- the public artwork requires a high level of maintenance and / or conservation rendering unsustainable asset management expenses
- the public artwork possesses serious or dangerous faults in design or workmanship and repair or remedy is impractical, not feasible or undermines the integrity of the artwork
- the public artwork in Auckland Council's opinion, is a forgery, is inauthentic or violates (or may violate), a law or by-law, including copyright law.
- the public artwork is not (or is rarely) displayed because it lacks a suitable site
- the public artwork has been in storage for five years or more

The criteria upon which a final decision is made takes regard of the particular circumstances which have prompted the review of the artwork and consider whether the decision to either re-site or remove the artwork:

- is supported by the artist, or their heirs or legal representatives; and by the artwork donor / lender or any other parties directly involved in the original commission
- is supported by directly affected Mana Whenua
- enhances Auckland's goal of attractive, vibrant and challenging high quality public art that expresses and reflects our places and peoples, celebrates our creativity, and transforms our public places
- contributes to the diversity of types of works in the public art collection
- contributes to the overall objectives of the regional public art programme
- enhances the experiences of audiences engaged by the public art collection
- significantly enhances the site and surrounding environment in question
- if re-siting, can be achieved within the available resources
- enhances council's effective care and maintenance of the region-wide public art collection within available resources for the duration of the artwork's intended lifespan

Auckland Council has a long-term stewardship role and must weigh up responsibilities to a wide range of stakeholders including artists, donors or lenders, the community, business groups as well as the city's collective cultural heritage.

The final decision with respect to the re-siting or removal of public artworks rests with the relevant local board for most public artworks, or with the governing body for regional public artworks, after consideration of all of the issues within the context of wider public outcomes for the city.

Detailed process guidelines for decision-making relating to the re-siting or removal of public artworks are defined in the Public Art Action Plan.

8. Gifts, proposals and acquisitions

Auckland Council receives offers of gifted public artwork from time to time, which may include offers of existing artworks for public places or proposals for new public artworks. From time to time council may acquire such artworks. Auckland Council will work carefully to ensure all gift offers are considered in a fair, transparent and consistent manner.

Council's public art administration assesses all gift offers and proposals in relation to the desired impacts of public art for Auckland and reports their findings and recommendations to the relevant local board, or in the case of the intended gift being of regional significance, to the governing body for a decision.

Council's priorities include ensuring best practice in shaping the city's public art; and encouraging and developing public artworks that are site specific. Council does not generally acquire public art works or speculative proposals that are not site-specific, except in certain circumstances where the artwork:

- makes a significant contribution to council's region-wide programme of public art
- enhances Auckland's goal of attractive, vibrant and challenging high quality public art that expresses and reflects our places and peoples, celebrates our creativity, and transforms our public places
- contributes to the diversity of types of works in the public art collection
- contributes to the overall objectives of the regional public art programme

- enhances the experiences of audiences engaged by the public art collection
- occupies a site that will expose it to an appropriate audience
- suits the characteristics of the proposed site and surrounding environment in which it will be placed
- is able to be installed and subsequently cared for and maintained within available resources for the duration of its intended lifespan

9. Evaluation and measurement

It is important to understand whether Council's approach to public art is making any real difference to Auckland. Council will evaluate whether the policy is making a difference primarily through annual reviews and surveys, conducted so as to effectively engage partners, stakeholders and a diverse cross-section of the community.

In addition to the measures outlined below council will also identify other appropriate measures and evaluation tools as part of the Public Art Action Plan.

Outcomes	Evaluation	Comment
Unique and distinctive: Public art that responds to our place	<p>Number of site-specific commissions. <i>Target: to be developed</i></p> <p>Proportion of projects which give visibility and expression to Mana Whenua stories, histories, Mātauranga Māori and communities. <i>Target: to be developed</i></p> <p>Proportion of projects which give visibility and expression to Auckland's Pacific diversity and richness. <i>Target: to be developed</i></p> <p>Proportion of projects which give visibility and expression to Auckland's diverse ethnic communities and cultures. <i>Target: to be developed</i></p>	Collected by council Arts and Culture unit
For all Aucklanders and visitors: Public art that delights, welcomes challenges and inspires	<p>% Auckland residents satisfied or very satisfied with the provision of public art. <i>Target: to be developed</i></p> <p>% Auckland residents satisfied or very satisfied that they have an active stake in the local public places that they live and work in through public art. <i>Target: to be developed</i></p>	Peoples Panel Survey
Known for its artistic quality, variety, depth and innovation: Public art that celebrates cultural richness and creativity and models international best	<p>Number and variety of local artists and artists from throughout New Zealand and from overseas engaged in council's public art. <i>Target: to be developed</i></p>	Collected by council Arts and Culture unit

Outcomes	Evaluation	Comment
practice	Number of public artworks and variety of types of art commissioned. <i>Target: to be developed</i>	
Making a difference: Public art that transforms Auckland's public places	% of Aucklanders satisfied or very satisfied that public art has had a positive and transforming impact in place-making in Auckland. Target: to be developed	Peoples Panel Survey

Draft

10. Public Art Action Plan

10.1 Introduction

This action plan identifies what the Auckland Council administration (its responsible departments) and including the relevant CCOs will do to implement the Public Art Policy and enhance the delivery of public art over time. Some of the implementation actions are already underway and others will be implemented following approval of the public art policy.

The action plan identifies four strategic objectives that will provide areas of focus for operational activity:

- increasing opportunities for participation by artists and communities in Auckland's public art activity across all areas
- ensuring all aspects of council's involvement in public art is planned and delivered to according to best practice and with innovation
- fostering partnerships: ensuring that council works consistently and effectively with others in a spirit of shared enterprise to achieve the desired impacts of public art for Auckland
- making it easier for people and organisations to plan and deliver public art in Auckland

10.2 Strategic Objectives: what we will focus on

To implement the policy, the council administration and the relevant CCOs will give priority to the following strategic objectives and key initiatives that will build on the current platform and bring about positive change over time.

Strategic Objectives:	Key Initiatives: what we will do
Increasing participation Provide increased opportunities for participation in Auckland's public art activity across all areas	<u>Encourage and support temporary public art</u> Develop new initiatives and local programmes of temporary public art that increases the focus on temporary art (in partnership with local boards), with a special emphasis on the first 5 years of the new Public Art Policy. Develop guidelines on best practice in temporary public art. Develop guidelines on how council will engage with local communities in the planning and development of public art, through consultation and information sharing, as well as participation in projects as opportunities arise' <u>Promotion and interpretation</u> Develop a communications strategy and plan to ensure that all Aucklanders and visitors have access to quality information about Auckland's public art; and ensure that Māori are involved in the interpretation and story-writing

	<p>pertaining to Māori taonga and Māori artworks in public space.</p> <p>Encouraging diversity of art forms/practices</p> <p>Develop guidelines to ensure council's public art programme delivers high artistic standards; rich artistic variety, and creative depth and innovation.</p> <p>Engaging communities</p> <p>Develop guidelines and mechanisms for ensuring that communities are engaged to ensure that they have an active stake in the local public places that they live and work in through public art.</p>
<p>Innovation and best practice</p> <p>Make sure all aspects of council's involvement in public art are planned and delivered to the highest quality and with innovation</p>	<p><u>Management Guidelines</u></p> <p><u>How to prioritise public art opportunities / projects</u></p> <p>Develop guidelines for project teams and decision-makers on how to prioritise and choose between multiple public art development possibilities.</p> <p><u>Public art collection management</u></p> <p>Develop asset management manual guidelines to ensure that council's collection of public artworks is well cared for and maintained; and to ensure the integrity of their relationship to the sites for which they were created is protected; and that artworks that are damaged or degraded are repaired or restored to ensure their renewed quality, artistic integrity and contribution to the public realm; including, but not limited to:</p> <ul style="list-style-type: none"> • Detailed guidelines for the identification, description and cataloguing of all public art works across the region; to ensure for each art work that ownership is clarified, the expected lifespan is defined; and that proper asset management schedules are in place • Detailed guidelines for the acquisition of art assets • Develop detailed guidelines on the processes to be undertaken when an art work requires remedial work • Detailed guidelines on establishing an appropriate lifespan for permanent art works at the time of commissioning the artwork • Detailed guidelines on how to establish appropriate terms of gift (including considerations of lifespan, siting, and care and maintenance) for artworks offered as gifts to the city; also resulting in online guidelines for

	<p>external organisations and individuals</p> <ul style="list-style-type: none"> • Review and up-date council's de-accessioning and removal process guidelines to accommodate the scope of the new policy and the decision-making framework of the new governance structure; also resulting in online guidelines for external organisations and individuals <p><u>Public art asset acquisition procedures</u></p> <p>Develop art asset acquisition procedures which will guidelines on:</p> <ul style="list-style-type: none"> • Curatorial input: how the proposed acquisition fits with the region-wide public art collection and collection development objectives • Asset Management input regarding the longevity, operating costs, storage (if any), preventive conservation, condition, insurance / risk, contracts if loan, acquisition or bailment, and resources required for art work installation costs • Any other operational inputs required <p><u>Public art panel</u></p> <p>Develop Terms of Reference and appoint an external panel to provide advice on public art.</p> <p><u>Public art fund</u></p> <p>Develop an investment proposal and business case for the growth of the public art fund within the Long Term Plan planning process.</p> <p><u>Define how parts of council will work together</u></p> <p>Clarify which council departments / teams are involved in public art</p> <p>Define the roles and responsibilities of each department / team</p> <p>Develop and agree on detailed intranet guidelines on how council's public art team will work together with council's other departments / teams together to achieve council's desired impacts for public art</p>
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	<p><u>Define how council and CCOs will work together</u></p> <p>Clarify with the relevant CCOs how the CCO and council will work together in the planning, delivery and on-going care and maintenance of public art.</p> <p>Define the roles and responsibilities of each department / team</p> <p>Develop formal definitions, guidelines and agreements (memoranda of understanding and statements in the annual Statements of Intent) detailing how council's public art team will work together with each relevant CCO to achieve council's desired impacts for public art</p> <p><u>Evaluation and measurement</u></p> <p>Identify and develop appropriate measures and tools (e.g., Annual Residents Survey and Annual Visitor Survey) that enable council to evaluate and monitor the policy's effectiveness, including:</p> <ul style="list-style-type: none"> • Aucklanders and visitors' satisfaction levels about public art • Auckland residents' satisfaction levels about having an active stake in the local public places that they live and work in through public art • Visitors' enjoyment of Auckland's public art • How public art contributes to Auckland achieving its most liveable city vision • The reputation of Auckland's public art amongst art experts and council's stakeholders • Council's success in achieving transformations of specific public places through public art activity • Stakeholder satisfaction with council's public art programme and processes
<p>Fostering partnerships</p> <p>Ensure that council works consistently and effectively with others in a spirit of shared enterprise to achieve the desired impacts of public art for Auckland</p>	<p><u>Mana Whenua</u></p> <p>Define and develop the appropriate mechanisms, guidelines and protocols for early engagement with Mana Whenua; appropriate identification of Mana Whenua interests and involvement; and effective and relevant engagement through public art project development.</p> <p>Develop asset management manuals and online guidelines on how council's public art and asset management teams will work with Mana Whenua of Auckland to identify areas of work and significant locations across the region that are of shared interest in regard to public art in order to work in partnership to achieve the desired impacts for Auckland's public art.</p> <p><u>Artists</u></p> <p>Develop guidelines and scope a strategy for engaging with local artists, artists from elsewhere in New Zealand and artists from other countries.</p>

	<p>Define and develop specific mechanisms, guidelines and protocols for engaging with Auckland's artists that leads to greater participation, enhanced support for their public art activity and a plan for celebrating our arts and culture.</p> <p>Define and develop specific mechanisms, guidelines and protocols for engaging with <u>Mātāwaka artists; Pacific artists; and the artists of Auckland's diverse ethnic, linguistic and cultural communities.</u></p> <p><u>Advisory Panels</u></p> <p>Develop guidelines and protocols for engaging with council's advisory panels and boards that have interests in public art.</p> <p><u>The wider arts sector and others</u></p> <p>Develop guidelines and scope a strategy for engaging with others external to council who are involved, or wish to be involved in public art, including, but not limited to:</p> <ul style="list-style-type: none"> • Curators, arts managers, art spaces, galleries, museums, community arts organisations and facilities • Arts communicators and media • Mātāwaka (Māori artists, curators, arts groups and other creative professionals living in Auckland whose whakapapa is outside of the region) • Auckland Pacific creative communities • Auckland's diverse ethnic, linguistic and cultural communities, communities of place and local neighbourhoods • Community Arts Councils • Architects, designers, landscape architects, urban planners and developers • Online creative communities • Public sector capital works organisations (e.g., New Zealand Transport Agency and KiwiRail) • Business Improvement Districts (BIDs), Business Associations and the wider business community • Philanthropic trusts and individuals, including private sculpture trusts • New Zealand Government and cultural agencies (e.g., Creative New Zealand) and foreign government and cultural agencies (e.g., The British Council)
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	<ul style="list-style-type: none"> Education sector organisations, including universities, colleges, art and design schools, schools and pre-schools <p><u>Private sector investment</u></p> <p>Develop guidelines and scope a strategy for leveraging increased private sector investment in public art through such as direct partnerships and new incentive schemes that may be developed.</p>
<p>Making it easier</p> <p>Make it easier to plan and deliver public art in Auckland</p>	<p><u>Straightforward processes</u></p> <p>Review and develop guidelines on council's processes for public art for both internal and external use</p> <p>Develop recommendations and guidelines on where and how council's processes may be streamlined.</p> <p>Support the development of a Public Art hub within the Auckland Design Manual, to incorporate the public art policy vision, objectives and policy processes, and integrate them across the Manual.</p> <p>Transparency and openness of processes</p> <p>Define the scope, and develop a communications strategy and plan to ensure that council's processes for selecting projects, artists and concepts; and council's decision-making processes (including the people involved, the criteria applied and the results achieved) are all readily available to interested parties and members of the public.</p> <p><u>Information Guidelines for the arts sector / communities</u></p> <p>Scope the range of needs for public information guidelines arising from the new Public Art Policy.</p> <p>Develop public information guidelines on the following topics:</p> <ul style="list-style-type: none"> best practice in developing and caring for murals how to seek permission for temporary public artworks how to engage with council's processes and requirements when planning a permanent public art work <p><u>Murals tool kit and register:</u> Develop guidelines for a region-wide murals tool kit and register to ensure that the art sector and local communities can nominate public art murals that are of cultural significance and that ought to be protected for an agreed lifespan</p>

