

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



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.

Guidelines for Commissioning Public Art

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	\$50,001 to \$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	\$50,001 to \$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.

