

appendices



Elected Members Briefing Session
1 October 2013
And

Ordinary Meeting of Council
8 October 2013

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13.1 PUBLIC ART MASTERPLAN

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- Developing the Public Art Masterplan recognises the important role Public Art in shaping our community
- Public Art defines our unique area
- Creates a sense of community, interest and talking point
- Gives clear direction of the role of Council and the Arts Working Group

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- The Mayor and Councillors for their contributions in Elected Members Workshops and support to improve the process for installing Public Art.
- All community members who participated in the consultation process.
- The artists of the ten (10) installed artworks from 2011-2012 who gave feedback on the lessons learnt.
- Town of Victoria Park staff from across the organisation for their feedback.

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Section A – Overview of the Public Art Masterplan

Town of Victoria Park

Where are we and who lives here?

Situated immediately east of the City of Perth, the Town is bordered by the Cities of Perth, South Perth, Belmont and Canning. The boundaries of the Town include 6km of frontage to the Swan River on the north/west, Orrong Road on the north / east, Welshpool / Boundary / Manning Roads on the south / east and Berwick Street on the south/west.

The Town has a rich history dating back to 1829 when people first settled here and when the first land grants were made. There has been continual growth in the population with the most rapid development between 2006 and 2011. The 2011 census data shows the current makeup of the Town's population:

Age

81.6% of the population is aged 20 years and over.

24.1% of the population is aged 55 years and over.

The average age of person living in the Town is aged 34 years.

Cultural Diversity

44.6% of the population was born overseas.

9.2% of the population speak a language other than English at home.

The most common languages other than English spoken at home were Mandarin (711), Italian (680), Cantonese (533), Indonesian (387) and Arabic (188).

Households and Income

The median individual weekly income is \$510 and the average household size is 2.0 people.

Population change and growth

The population of the Town is expected to grow to 45,756 by 2031 representing a 64% increase. A significant proportion of the population increase will come as a result of new developments at The Peninsula, Belmont Park Racecourse, Burswood Station area, the Causeway Precinct and the Technology Precinct. The change in population will have a great impact on how activities and services across the Town are delivered.

The Town's community has traditionally seen itself as a diverse working class suburb of Perth. In recent times it has been the subject of ongoing gentrification within its residential areas and is increasingly being sought as a destination for residential, commercial and leisure pursuits, with a thriving café culture and increasing investment in mixed use development.

The increase of investment in mixed use developments will increase the Private Developers Percent for Art who are expected to contribute to public art in accordance with the estimated construction cost. As defined by **the total cost of construction**.

Public Art

What is public art?

Public art refers to works of art in any medium that have been planned and executed with the specific intention of being sited or staged in the physical public domain, usually outside and accessible to all. It signifies a particular working practice, often with implications of site specificity, community involvement or collaboration. Public art can be broadly defined as 'the process of engaging artists creative ideas in the public realm.'

In recent years, public art has increasingly begun to expand in scope and application – both into more challenging areas of art form and across a much broader range of what might be called our 'public realm'. Cultural interventions of this kind have often been realised in response to creatively engaging a community's sense of 'place' or 'wellbeing' in society.

Such commissions can still, of course, result in physical, permanent artworks and sculptures. However, they are also beginning to include other much more process-driven and action-research based artistic practices as well. As such, these do not always rely on the production of a physical or permanent artwork. This expanded scope of public art can embrace many diverse practices and forms. The range of this type of artwork's potential is endless and ever-changing.

Monuments, memorials and civic statuary are perhaps the oldest and most obvious forms of officially sanctioned public art. Increasingly, most aspects of the built environment are seen as legitimate candidates for consideration as, or the location for, public art, including street furniture, lighting and graffiti. Public art is not confined to physical objects – dance, procession, street theatre and even poetry have proponents that specialise in public art.

Essentially, artists working as commentators and provocateurs producing permanent, temporary or process based art.

For the purposes of the Town's Public Art Master Plan, public art is defined as:

- Work produced by a professional artist

An artist refers to a person who meets at least two of the following criteria:

- University or minimum of 3 years full time TAFE qualification in visual arts, or (depending on the Artists Brief), other arts forms such as multi media;

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- Has had work purchased for major public collections, including (but not limited to) the Art Gallery of WA, any university collections or Artbank;
- Earns more than 50% of income from arts related activities such as teaching, selling artwork or undertaking public art commissions; or
- Young, emerging, indigenous artists or students (for Public Art commissions) where specified as essential criteria.
- Work reflecting original creative ideas
- Work displayed in the public realm
Public realm includes: Parks, foreshores, city squares, streets, outdoor spaces of public buildings such as courtyards and forecourts that can be seen from a street frontage
- Work that enhances the natural or built environment

For the purposes of the Town's Public Art Master Plan, public art does not include:

- Business logos or commercial promotions in any form;
- Directional elements such as super graphics, signage or colour coding;
- Mass produced art objects, 'off the shelf' art or reproductions;
- Landscaping or hard-scaping elements that have not included a commissioned artist in the design phase;
- Services or utilities necessary to operate or maintain artworks

Why do we need a Public Art Masterplan?

The Public Art Masterplan is the foundation for the Town's commitment to enhance the built and natural environment of Victoria Park to reflect a *Vibrant Lifestyle* by commissioning artists for the placement of relevant and meaningful public artworks.

The objectives and priorities of the Public Art Masterplan are to:

Objective 1:

To integrate public art into the Town of Victoria Park in order to create interest and a sense of place.

Priorities:

- To provide a strategic approach to providing art in public places that maximises public access and appreciation of the works

- Enhance public engagement, enjoyment and understanding of the continuous integration of public art throughout the Town
- Foster and support artistic excellence
- Build private and business partnerships in the arts

Objective 2:

To ensure that all public art displayed in the public realm is maintained to the highest standard for the community.

Priorities:

- To assess the existing public art and develop an action plan for each work
- To repair and/or upgrade existing work as required
- Ensure ongoing maintenance of all public art as scheduled budgeted actions

Objective 3:

To assist private developers of commercial and mixed use developments contribute to public art in accordance with the total construction cost.

Priorities:

- Enhance the built environment through public art
- Assist private developers with the process of commissioning an artist and working with Council Policy
- The implementation of a developers handbook working with the Town

Existing Public Art in the Town

The Town currently has twenty four (24) public artworks (including Percent for Art) that have been installed between 1993-2013.

Many of the existing works owned by the Town of Victoria Park are in need of maintenance or enhancement either through more considered landscaping or improved lighting. The Town has made a commitment to curating these works as part of an ongoing maintenance schedule or where necessary, decommissioning the works as per industry best practice.

Privately owned artworks will also be catalogued and included in the Town's Cultural map.

The Public Art Masterplan will align with the Town's Strategic Community Plan to ensure a coordinated approach to the provision of public art into the future. Below are strategic

documents and projects which should be considered when selecting locations for the installation of public art.

Important *strategic documents* are:

Strategic Community Plan 2013-2028

The Strategic Community Plan sets out a 15 year strategic and financial direction of the Town and focuses on key services and projects to improve the quality of life for the community.

Corporate Business Plan 2013-2017

This document, describes in detail, the key services and projects that the Town aims to deliver in the next four years.

Lathlain Park Masterplan 2013-2017

This Masterplan seeks to oversee the rejuvenation of the Lathlain precinct to improve community access to passive and active recreation opportunities. It includes upgrades to the Perth Football Club (Perth Demons) and associated sporting and recreation groups through improved training, administration and playing facilities.

Integrated Movement Network Strategy (IMNS) 2013-2031

This document guides the development of future plans for delivering an efficient, safe, well-connected and sustainable transport system in the Town.

*changes to the transport system may impact the long term placement of public art

Kensington Bushland/George St Masterplan 2012-2023

The George Street initiative will enhance and maximise the long term protection of native remnant flora and fauna habitats of Kensington Bushland, the only Bush Forever site within the Town of Victoria Park. This initiative will also include community educational and recreational plans.

GO Edwards Park Concept Plan 2012

The GO Edwards Park Concept Plan is designed to enhance the GO Edwards community parkland. The intent of the landscape design is to protect the natural environment and existing function of spaces, whilst taking into account the opinions, needs and

requirements of the local council, various stakeholders, the community and local school groups.

Important *corporate projects* are:

Albany Highway Activation

This project aims to increase activation of Albany Highway (and surrounds) through a suite of small and innovative projects in order to achieve improved local economic conditions and increased community connectedness and sense of place.

Lathlain Place Revitalisation

In May 2013 Council endorsed plans to make significant streetscape improvements to activate the space at Lathlain Place which may include:

- Construction of new pathways
- Gardens
- Creation of barbeque facilities within a landscaped environment
- Social seating
- Playground facilities

Neighbourhood Living Plan

When finalized, the purpose of the Neighbourhood Living Plan will be to outline a set of desired future goals, strategies and key actions for the Town of Victoria Park through meaningful engagement with the community. It is an aspirational plan that articulates the long term future for the Town as well as strategies to implement the vision. It is effectively a strategic plan at a community level.

Sporting Walk of Fame

The purpose of the *Sporting Walk of Fame* is to formally recognise and honour people who have a strong connection to the Town of Victoria Park that have achieved sporting success at an elite level or made significant contributions to the elite sporting arena.

Inductions for the *Sporting Walk of Fame* (SWOF) take place every two years and plaques for each inductee are currently featured at the entrance to the Aqualife Centre on Somerset Street and include the inductees' name, chosen sport and date of induction.

In 2014 the Town will induct new sports men and women into '*the Walk*' and Council has endorsed for improvements to be made to the display area of the plaques at the Aqualife Centre.

Town Centre Redevelopment

This project is priority within the Town's *Strategic Community Plan 2013-2028*. The primary objective is the creation of a vibrant Town Centre with development lots to realise the maximum value of the land in the precinct. This may be achieved through the renewal of a range of community facilities and the creation of a public square and extended public

realm that is attractive to its users and visitors. The Town Centre has the potential to become the cultural and social focus for the community.

Development of the Public Art Masterplan

How we got feedback from the community

The Public Art Masterplan has been developed through an inclusive engagement process with members of the community. The methodology used for developing the plan included extensive quantitative and qualitative consultations, a review including council documents and plans from other council areas and strategic plans.

Consultations were carried out between January and April 2013 and involved:

- An online public questionnaire on Survey Monkey
- A hard copy of the questionnaire which was posted to every household in the Town (including postal box's)
- A project that had existing pieces of Public Art in the Town covered in bubble wrap to create intrigue and was linked to a QR Code directing people to the questionnaire. * A QR Code is (abbreviated from Quick Response Code) is the trademark for a type of barcode. A QR code consists of black modules (square dots) arranged in a square grid on a white background, which can be read by an imaging device such as an Iphone, to direct the user to the online questionnaire.
- An online public questionnaire linked to a dedicated website and QR Code, with an animated public artwork.
- A focus group of Town of Victoria Park staff at an Open House Staff Consultation
- Twitter and Facebook posts linking to the online questionnaire
- A questionnaire and static display at the Leisurelife Centre, the Aqualife Centre and Victoria Park Library
- A questionnaire and static display at the Park Shopping Centre (Hawaiian)
- A questionnaire and static display at the Centro Shopping Centre

Using lessons learnt

As a process of continuous improvement the Town evaluates and records lessons learnt through the development and installation of every public artwork. This information will be incorporated into the new Public Art Masterplan and related policies.

What the community told us

Community input was vital to the success of the planning process and 725 community responses were received to support the development of the new Plan.

The community were given questions that were easy and quick to complete and would guide the placement, theme and type of public artwork to be installed in the Town of Victoria Park. The findings to each question are listed below:

1. Where are the two priority places you would like to see public art in the Town?

Footpaths/Streetscapes	57.1%
Café Strip	51.4%
Parks	29.4%
Unlikely Places	29.1%
Busy Areas	23.2%

The results show the two preferred places for locating public art were on the Footpaths/Streetscapes and the Café Strip, which aligns with a number of the ten public artworks which were installed in 2011/12. Other popular options include Parks and 'Unlikely Places' which could now be considered to lift an area or identify a suburb through art.

2. What are the two main themes you would like to see public art reflect?

Quirky	66.8%
Historical	44.8%
Environmental	42.1%
Abstract	29.9%
Futuristic	10.9%

The responses indicate that the community would like to see a variety of themes incorporated into pieces of public art including quirky, historical and environmental. This aligns with the Town's vision of '*Vibrant Lifestyle*'.

3. What types of artwork would you most like to see in the Town? *(tick all that apply)*

Sculpture	546 responses
Functional Artwork	541 responses

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Interactive	362 responses
Murals	342 responses
Digital	130 responses
Temporary	124 responses

Feedback from the community shows that sculpture and functional artwork are preferred types of artwork which again aligns with the ten new works installed in 2011-2012. There were also strong responses to the other types of artwork which will also be considered to ensure a balance of artwork is accommodated around the Town.

4. What scale of artwork would you like to see in the Town?

Large Showpieces	402 responses
Small incidental pieces	383 responses

The responses support the need for a mixture of large medium and small artworks which will be considered in conjunction with the location, budget and theme of the artwork.

5. How do you think Public Art helps to make Victoria Park a vibrant place?

- creates interest,
- makes art a talking point,
- gives a sense of community,
- it's visual,
- creates culture,
- attracts visitors,
- reflects on an area,
- becomes a landmark,
- engages children and young people

Overall comments received demonstrated that community liked the existing public art and highlighted that they feel proud of the public art and feel it gives the Town an interesting and unique identity.

Who support us reach our public art goals?

Stakeholders are important to the development and implementation of the Public Art Masterplan and include:

Department of Culture and the Arts

Western Australia's Department of Culture and the Arts supports the impetus for artistic endeavours and cultural experiences in the State.

Department of Culture and the Arts
PO Box 8349
Perth Business Centre WA 6849
Phone: 6552 7300
Fax: 6552 7301
E: info@dca.wa.gov.au

Artsource

The Town of Victoria Park subscribes annually to Artsource and has access to support and advice about engaging with artists. The Artsource consultancy can also provide recommendations on the rights of artists for projects, exhibitions or workshops.

Artsource
King Street Arts Centre
Level 1, 357 Murray St, Perth WA 6000
Phone: 9226 2122
Fax: 9226 2180

Community Arts Network WA (CANWA)

The Town of Victoria Park is a member of the Community Arts Network WA and has access to CANWA's Community Artist Listing, receives invitations to events, launches forums and networking sessions, receives discount on training and can apply for funding.

CANWA
King Street Arts Centre
357-365 Murray Street, Perth WA, 6000
Phone: 9226 2422
Fax: 9226 2230

The Arts Law Centre of Australia

The Town subscribes annually to Arts Law. They provide information about legal issues affecting the arts in Australia.

The Arts Law Centre of Australia
www.artslaw.com.au

NAVA (National Association of Visual Artists)

The National Association for the Visual Arts (NAVA) is the national peak body for the visual and media arts, craft and design sector working through advocacy and service provision, to achieve a flourishing Australian visual arts sector and a more vibrant, distinctive and ethical cultural environment. NAVA undertakes advocacy and lobbying, research, policy and project development, data collection and analysis. It also provides direct service to its members and the sector generally by offering expert advice, referrals, resources, professional representation and development, grant programs and a range of other opportunity brokerage and career development services.

www.visualarts.net.au/nava/aboutnava

artsHub

artsHub Australia the Australian Arts Portal. Arts Jobs, Arts News, Arts Directory, Classifieds, Events and information .

<http://au.artshub.com/au/>

ArtsEdge

A strategic arts in education program developed in partnership by the State of Western Australia's [Department of Culture and the Arts](#) (DCA) and [Department of Education](#) (DoE).

How will the Town fund the Public Art Masterplan?

Community Art Reserve

The Town of Victoria Park currently funds most of the the purchasing, commissioning and installation of public art by placing an amount of its annual Rates into a Reserve fund.

A report to Council is required to commit funds from the Community Arts Reserve to a Public Artwork.

Donations or Bequests

The Town is open for conversation about the acceptance of artworks paid for by the community through donations or bequests from individuals or groups.

External Funding

The Town is committed to diversify its revenue streams to be less reliant on rates. External funding for public artwork has been difficult to source/secure to date, however, Officers will continue to thoroughly explore options and apply for funding should grants become available.

Private Developers - Percent for Public Art

All private development within the precinct areas as listed below, with a development value exceeding \$5 million will be required to make contribution of 1% of the total project costs to provide public art in accordance with policy *PLNG3 Public Art Private Developer Contribution* which is relevant to the following precinct areas:

- Albany Hwy Precinct
- Causeway Precinct
- Burswood Precinct
- Technology Park area of Curtin Precinct

The Town monitors developers contributions to public arts and proposals at three stages that are aligned with the applications for developments and building license.

1. Developer application
2. Building Application
3. Prior to occupancy

The Town is currently working on a Public art Developers handbook to assist investors and developers in the considered, creative use of public art.

For larger commissions, the Town recommends the engagement of a public art co-ordinator to manage the commissioning process. The co-ordinators fees can be included as part of the total artwork budget. To optimise the fees to the artists, smaller commissions may be self-managed. Advice on arts industry process may be sourced from in the Towns Public art Developers handbook.

In lieu of commissioning for an artist, a Private Developer may choose to provide the funds directly to the Town, who will commit to expend the monies on a public artwork project in line with the criteria detailed in this Plan. When sufficient funds have been added to the community art reserve to support the commissioning of the artwork within the relevant precinct area priority lists, the Town will develop the public art within the same Town

Planning Scheme No. 1 precinct zone as the development site and in accordance with the commission process or PLNG3.

Should the Public Art Master Plan not have a suitable project listed, monies will be held until either sufficient funds are obtained, or the Arts Working Group decide that a project is suitable for the precinct.

Procurement

To procure artwork, the Town commits to using a number of commissioning models:

- Open tender as an Expression of Interest;
- Curated shortlist;
- Direct acquisition.

These are valid examples of the acquisition approach and will depend upon the objectives for each project, the budget and the developers specific procurement requirements.

Section B – Implementation, Review and Monitoring

What public art will be installed next?

It should be noted that a 'best fit' approach will be undertaken to ensure public art continues to be progressed in the Town. Priorities have been listed in the table below however it is acknowledged that there should be a level of flexibility incorporated into the Plan. Other opportunities that may arise will be considered including different locations, commission value (staying within the Reserve Fund limitations) or the year of implementation.

The type, size and theme of the artwork will be selected using feedback from the Town's recent community engagement and other findings from Section A. They will be matched to the location and commission value.

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The table below outlines the intended implementation of public art in the Town from 2013-2015.

Location	Project Value	Year to be Installed	Theme	Type	Rationale
Lathlain Place, Lathlain	\$80,000	2013/2014	Quirky	Flexible / Interactive	Aligns with the Lathlain Place Revitalisation Project
Aqualife Centre, East Victoria Park	\$40,000	2013/2014	Sporting	Heritage Acknowledgement	Aqualife Centre – Heritage Space Activation, Acknowledgement of inductees.
Passive Reserves, East Victoria Park & St James	\$60,000	2013/2014	Sporting	Functional / Community	Activating spaces in the Town to create a vibrant lifestyle e.g. table tennis tables
Town of Victoria Park	\$80,000	2014/2015	Flexible	Digital	Aligns with the Town’s vision of being a digital leader. Place activation. Innovation.
Bentley Burswood Carlisle East Victoria Park Lathlain St James Victoria Park	\$280,000	2014/2015	Various (Suburb specific)	Functional / Various (Suburb specific)	Taken from community feedback gathered at the ‘Café Conversations’ sessions held in July/August 2014.
GO Edwards Park, Burswood	\$40,000	2014/2015	Environmental	Flexible	The artwork will use materials from a Coastal Blackbutt (<i>Eucalyptus todtiana</i>) which is a 100 year old tree removed from Burswood.
Etwell Street, East Victoria Park	\$30,000	2014/2015	Vibrant/ Quirky	Sculpture	Matches community consultation feedback
Causeway Bridge (Shepperton Road), Victoria Park	\$150,000	2014/2015	Quirky	Any / Flexible	Waymarker, Entry statement, Showpiece.

Who makes the final decision? (Delegated Authority)

Delegated Authority has been given to the Chief Executive Officer to purchase Artworks, taking guidance from a the Arts Working Group, with sub-delegation be given to the Director Community Life Program.

The design and engineering any procured work will be *signed off* by either Director Community Life Program, Executive Manager Neighbourhood Life or Manager Neighbourhood Enrichment consistent with the Town's purchasing policy.

The Director Community Life Program will be invited to attend Special Meetings of the Arts Working Group to select artists and artworks.

Progress of public art projects will be communicated to Elected Members through the Member Information Bulletin.

For developers who commission and manage projects, a representative of the Town should be invited to review the artwork prior to issuing an artist contract to ensure it is in line with the Towns vision and engineering expectations.

How do we make public art happen?

It is proposed that a Public Art policy be endorsed by Council to outline the process for progressing public art in the Town, covering the following areas:

- Selection of an Artist or Art
 - What is a Professional Artist
 - Selection of Artist
 - Selection of Art

- Commission Process
 - Budget
 - Design Brief
 - Expression of Interest (EOI)
 - Short List

- Design Concept
- Artist Selection
- Signed Contract
- Design Development

1A. Staged Inspections of the fabrication

- Inscription of the Plaque
- Installation and Handover
- Celebration
- Public Art Inventory
- Maintenance and Record
 - Description of materials for Maintenance
 - Inspection testing and maintenance
- Repairs and upgrade
 - Public Art Reserve funds
- Removal of Public Art
 - Decommissioning
 - Relocation
 - Removal
 - Destruction
- Death of the Artist