



TOWN OF  
VICTORIA PARK

# Public Art Management Plan



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# 1. Terms used

In this Public Art Management Plan, unless the contrary intention appears —

**Artwork brief** – means a written document to inform the requirements of the commissioned artwork.

**CEO** – means the Chief Executive Officer of the Town of Victoria Park.

**Art collection** – means the Town of Victoria Park Art Collection.

**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 other arts forms such as multi media;
- 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;

**Authorisation** – means any approval, authorisation, consent, exception, licence, permit, determination, certificate or registration of or from any Government Agency, including any renewal of, or variation to, them.

**Commissioning** – means order or authorize the production of artwork.

**Commissioning value** – means monetary contribution to the development cost of artwork.

**Contemporary art** – means an artwork that is conceptually resolved and is reflective of the artist’s current practice. It is not based on style, subject matter, medium or artistic approach.

**Council** – means the Town of Victoria Park.

**De-accessioning** – means to officially remove an artwork from the Art Collection.

**Director** – means the Director of Community Life, Town of Victoria Park.

**EOI** – means Expression of Interest.

**Good industry practice** – means the degree of diligence, prudence and foresight reasonably and ordinarily exercised by skilled and experienced professionals when performing services which are the same as or similar to the Services.

**Intellectual property rights** – means all current and future forms of intellectual and industrial property, whether registered or unregistered, including copyright, designs, trade marks, trade secrets, know-how, patents and inventions.

**Management plan** – means Public Art Management Plan.

**Public Art Policy** – means RECN7 – Public Art Policy (Appendix 1).

**Public art** – means the integration of an artistic concept into the public realm.

**Public art commissioning guidelines** – means Government of Western Australia, Department of Culture and the Arts Public Art Commissioning Guidelines.

**The Town** – means the Town of Victoria Park.

## 2. Introduction

The Town of Victoria Park (the Town) recognises the important role played by public arts in expressing the cultural identity of the Town of Victoria Park, as well as the broader benefits of associating a place with art, rather than art about a specific place.

To achieve this cultural aspiration, the Town's approach to public arts management is driven by a focus on contemporary, quality and professionally significant artwork that elevate the status of the Town as an investor in a culturally-enriched environment that activates public spaces to increase people traffic.

The Public Art Collection comprises of art in a range of media, and focuses to assist the Town of Victoria Park in becoming recognised as a vibrant and dynamic community within Perth, Australia and the World. Public Artworks are displayed within a variety of locations across the Town of Victoria Park.

The Public Art Management Plan is aligned with the following Town policies, Government guidelines and plans;

- RECN7 Public Arts Policy (Appendix 1)
- Strategic Community Plan
- Public Art Commissioning Guidelines, Department of Culture and the Arts. Government of Western Australia.

Through the strategic management of the Public Art collection, the Town is committed to ensuring its ongoing significance for our local community through meeting responsibilities of the Public Art Policy. This management plan is intended to assist the Town through the process of commissioning an artist, meeting arts industry best practice and getting the best value from the Town's financial contribution.

## 3. What is public art?

### **As defined in the Public Art Commissioning Guidelines,**

'The term public art refers to artwork in any medium, planned and executed outside of a gallery or museum context, specifically created to be experienced in the public realm.

Public art takes many forms, including (but not limited to) sculpture, painting, installation, multimedia, sound, performance, or may be integrated into architectural surfaces and landscaping.

Public art is often located in highly accessible public spaces, but sometimes situated in isolated sites, or installed in public places with limited access. Although public art is enjoying a revival, it has a long history inclusive of many cultures, traditions and art forms.'



'Everything is True' by Abdul Rahman Abdullah. Kate St Reserve, East Victoria Park

## 4. Benefits of public art

It is a requirement of the Town's Public Art Policy that the artwork must enhance public engagement, enjoyment and understanding of the continuous integration of public art throughout the Town.

As defined in the Public Art Commissioning Guidelines,

'Public art contributes to our understanding and appreciation of our cultural and natural heritage, enhancing our built environment and creating more meaningful public spaces. Public art can deliver social, economic and cultural benefits by:

- helping define a place and creating a sense of cultural and community identity;
- providing opportunities for artists to expand and develop their arts practice beyond a gallery context and encouraging creative collaborations between artists, architects, designers, landscape architects, engineers, fabricators and other professionals;
- promoting the wider role and contexts in which artists can contribute to the social, environmental and collaborative fabric of society;
- improving the public experience of buildings and spaces;
- creating economic and other benefits for industry professionals including technological developments; and/or
- contributing to cultural tourism by enhancing visitor experiences of a place or an event.'

## 5. Types of public artwork

It is acknowledged from the Town that the boundaries between the following terms may overlap. As defined in the Public Art Commissioning Guidelines.

### **Stand alone**

Stand alone describes artworks that are three dimensional and freestanding rather than embedded into the structure of a building or built space. The work may be a singular piece, a series of related works or an installation. Works of this nature have traditionally been associated with permanent materials (such as marble or bronze) however contemporary artists have expanded public art practice to use a variety of materials including found objects and multimedia.

### **Integrated**

Integrated artwork refers to art that is integrated into a building, or built space, such as ceilings, walls, glazing, screens and floors. The work has the potential to span both the interior and exterior spaces of a built structure. Integrated artwork may also assist in defining or separating space.

### **Applied**

Applied artwork refers to work that is applied to an interior or exterior surface. This may include commissioned paintings, tapestries and murals.

### **Installation**

Installation art is where the artwork and the site are integral to each other. The artwork could be comprised of a number of elements but the ensemble may be viewed as a whole. The space may be created with a particular work in mind, or the artist may respond to a given space. In addition, installation art may include land art which can be described as art that draws attention to, or intervenes in, a particular environment and is often large scale.

### **Ephemeral artwork**

Ephemeral artwork describes non-permanent work that may include temporary installations, performance art, dance, or exhibitions.

## 6. Commissioning models

The Town's approach to public arts commissioning is driven by a focus on contemporary, quality and professionally significant artwork that elevate the status of the Town as an investor in a culturally-enriched environment that activates public spaces to increase people traffic.

There are many different commissioning models available to the Town in achieving this. The most appropriate model to commission public art will depend upon a number of factors, including the scope of the project, the budget, whether it is a new build or a refurbishment, how the overall project is being contracted, and the location and profile of the site. Some public art projects use a combination of commissioning models. These include the following, as defined in the Public Art Commissioning Guidelines

### Open Invitation

Refers to a process that invites all artists to respond to a brief. This is the most common form of commissioning for the Percent for Art scheme.

1. Shortlisting a select number of artists from the first round EOI applications and inviting them to further develop their proposal for a design fee.
2. Shortlisted artists present their concept to a selection panel who select one artist or a team of artists.

\*The Town acknowledges the competitive nature of conducting an EOI process for a unique artwork. The Town understands that this process may not meet the aims as determined in the aims of the Public Art Policy.

### Curated

The art coordinator may take on the role of curator or employ a curator when an area of specialised expertise is needed for the selection of artists or artwork. These projects are rarely advertised.

### Limited invitation

A limited submission invites a selection of artists to either respond to a brief or to present the scope of their art practice to a panel. There is often no EOI process for this commissioning model.

### Direct purchase

The commissioner can purchase an artwork directly from the artist or artist's agent providing they abide by relevant procurement procedures. This is relevant if an artist has a particular body of work appropriate for a specific project.

### Direct commission

This approach differs from the direct purchase model in that the artwork is developed specifically for the project. Artists are sometimes interviewed as part of this process.

# 7. What defines a professional artist?

Engaging a professional artist supports integrity, creativity and quality of the artwork. It is a requirement that a professional artist (or artistic team) produces the public artwork for obligations to the Town's Public Art Policy.

In accordance with National Association for Visual Arts ([visualarts.net.au](http://visualarts.net.au)) guidelines, a professional artist will have some of the following professional characteristics:

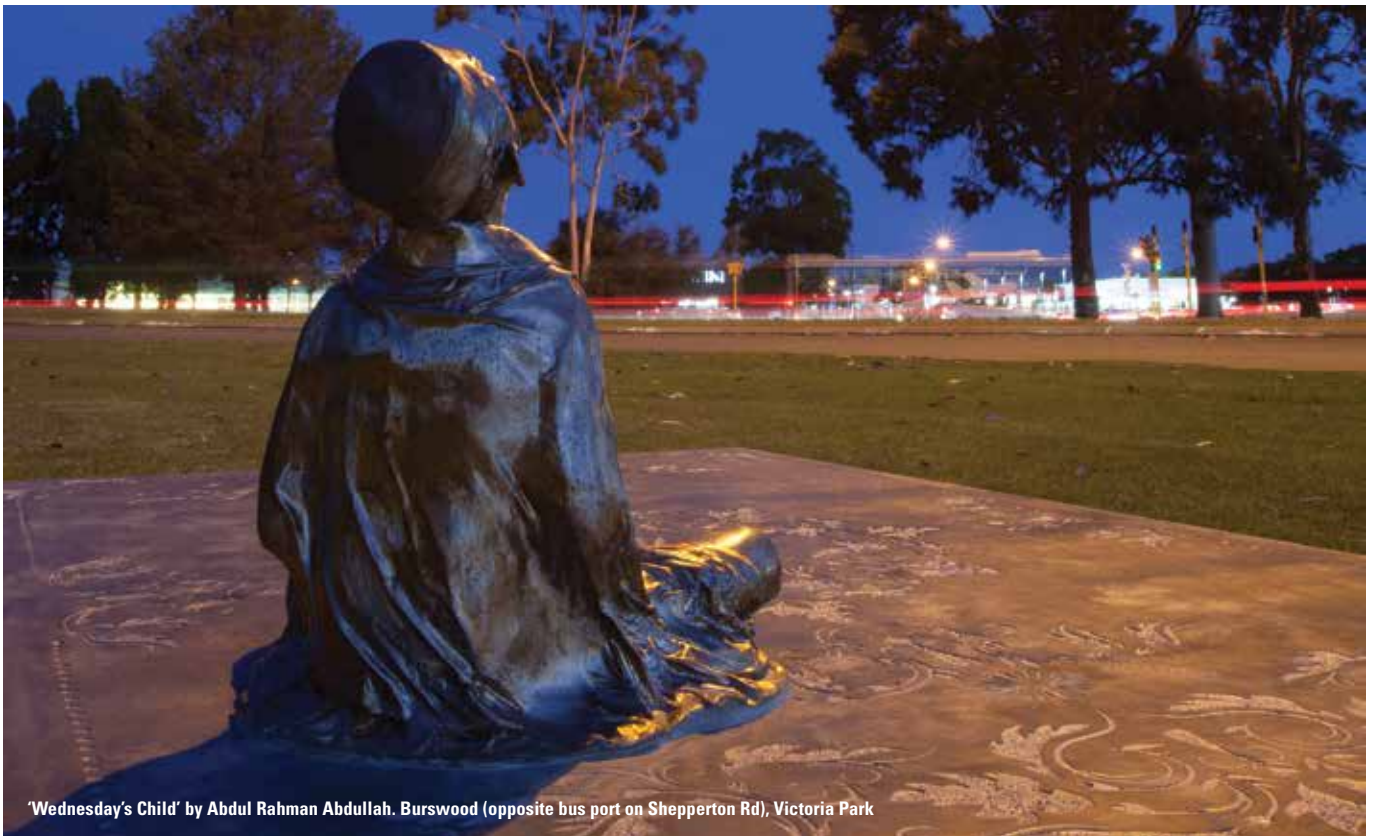
- has regular public exhibitions of artwork;
- offers work for sale, or is selling art work;
- derives 50% percent of their total annual taxable income from the production of their artwork;
- is eligible for or has been awarded a government grant;
- is selected for public exhibition, awards, prizes;
- has secured work or consultancies on the basis of professional expertise;
- has had work acquired for public or private collections;
- is a member of a professional association on the basis of his/her status as a professional artist/s.

'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;
- 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;
- Young, emerging, Indigenous artists or students (for Public Art commissions) where specified as essential criteria;

A public artist is involved in the visual conception, planning and/or installation of public works.

If the project aspires for the involvement of students, emerging or indigenous artists, these guidelines may be flexible. For large commissions the Town would recommend working with a senior artist as a mentor or working in teams to allow for the professional development of visual artists.



'Wednesday's Child' by Abdul Rahman Abdullah. Burswood (opposite bus port on Shepperton Rd), Victoria Park

# 8. Public Art Policy

## Appendix 1: The Town's REC7 – PUBLIC ART POLICY

# 9. Council process

### Appendix 3: Public Art Process Map

As determined in the public art process Map (Appendix 2), the approval of the Director Community Life will be necessary at the following points:

- Concept details & proposed artwork presented to Director Community Life.
- Installation of the Public Art completed to the satisfaction of Director Community Life.
- Town of Victoria Park's Director Community Life will assess the approval based on the following aims acknowledged with the Town's REC7 – PUBLIC ART POLICY.

# 10. Completion of artwork

Once the artwork has been completed according to the terms of the contract, the artwork will be installed in accordance with the conditions outlined in the contract between the artist and commissioning agent.

At the end of the project, the artist should provide the commissioning agent with images and a maintenance report. This completes the formal documentation for the artwork and project.

On completion of the project, promotional strategy may be organised involving the artist and stakeholders to celebrate and promote the project. For the Town, promoting and encouraging a significant public arts education program is key in providing community engagement with the public art collection. This program will provide a clear reflection of Victoria Park, the place and its people whilst also creating opportunities to build relationships and educate the community on the investment in the culture and health of the community.

## Artwork Handover and Maintenance

The artist will provide the Town with a completed manual including photo documentation throughout the fabrication of the work, engineers drawings and signoffs of all specifications, permits, insurances and contacts for maintenance of the work. This is generally the final staged payment. The Town is committed to promoting and maintaining the Public Art Collection. A copy of the maintenance manual will be supplied to the Town and included in the Town of Victoria Park Public Artwork Inventory.

## Maintenance

The ongoing maintenance of the public artwork is the responsibility of the Town. The maintenance report is prepared by the artist at the end of the project and outlines:

- a description of the artwork (including digital images and the date of completion)
- artist/artist team contact details
- a maintenance schedule and an agreement on who is responsible for the ongoing maintenance
- the expected lifespan of the work
- the method of construction, the types of materials used and details of the fabrication company (if relevant)
- details of any electrical and/or mechanical systems installed
- any specific instructions or products to be used when cleaning and maintaining the artwork
- any instructions to respond to urgent maintenance issues such as vandalism.



## De-accessioning artwork

If an artwork has reached its intended lifespan, has been damaged or destroyed, or is no longer safe, there may be a need to remove or relocate the artwork. This may also happen if the site on which the artwork is located has been sold or is to be redeveloped. Before an artwork is deaccessioned, The Town's formal process (Appendix 3 De-accession of the Towns Public Art Process) will be implemented which considers:

- the intended lifespan of the artwork;
- any conditions relating to the deaccessioning of the artwork, as outlined in the original contract;
- the opinions and advice of relevant stakeholders including the artist, maintenance contractors, the owners of the building or land on which the artwork is located or any other experts, such as engineers; and
- community or cultural issues associated with the artwork, building, land and/or original commissioning process.

## Copyright, legal title and ownership

The Town acknowledges an artist's rights are protected under the Copyright Amendment (Moral Rights) Act 2000 (the Act). Under the Act, all original artwork must be attributed to the artist.

The ownership of the public artwork and copyright will be determined within the commissioning process, the contract and the land on which it is located. Unless otherwise agreed, copyright of both the preliminary visual material and the work itself should be retained by the artist.

The Australian Copyright Council provides advice on copyright and ownership in relation to public art  
**[copyright.org.au](http://copyright.org.au)**

# Appendix 1:

## REC7 Public Art Policy

### REC7 PUBLIC ART POLICY

#### POLICY:

##### Objective:

To guide the Town's aspirations to be a leader of contemporary public arts and to further develop the cultural identity of Town of Victoria Park.

##### Policy Statement:

The Town recognises the important role played by public arts in expressing the cultural identity of the Town of Victoria Park, as well as the broader benefits of associating a place with art, rather than art about a specific place.

To achieve this cultural aspiration, the Town's approach to public arts management is driven by a focus on contemporary, quality and professionally significant artwork that elevate the status of the Town as an investor in a culturally enriched environment that activates public spaces to increase people traffic.

For the Town, promoting and encouraging a significant public arts education program is key in providing a community engagement with the public art collection. This program will provide a clear reflection of Victoria Park, the place and its people whilst also creating opportunities to build relationships and educate the community on the investment in the culture and health of the community.

##### Aims:

The aims of the Town of Victoria Park's Public Art Policy are:

- To complement the Town's strategic objectives;
- To enhance the built and natural environment and to reflect a Vibrant Lifestyle;
- To enhance public engagement, enjoyment and understanding of the continuous integration of public art throughout the Town.
- To assist the Town of Victoria Park in becoming recognised as a vibrant and dynamic community within Perth, Australia and the World.
- To ensure that all public art displayed in the public realm is maintained to the highest standard for the community.
- To increase profile of the Town through activating public spaces and contributing to the stimulation of the local economy.

#### PROCEDURE:

None

#### RELATED POLICES:

None

#### DELEGATION:

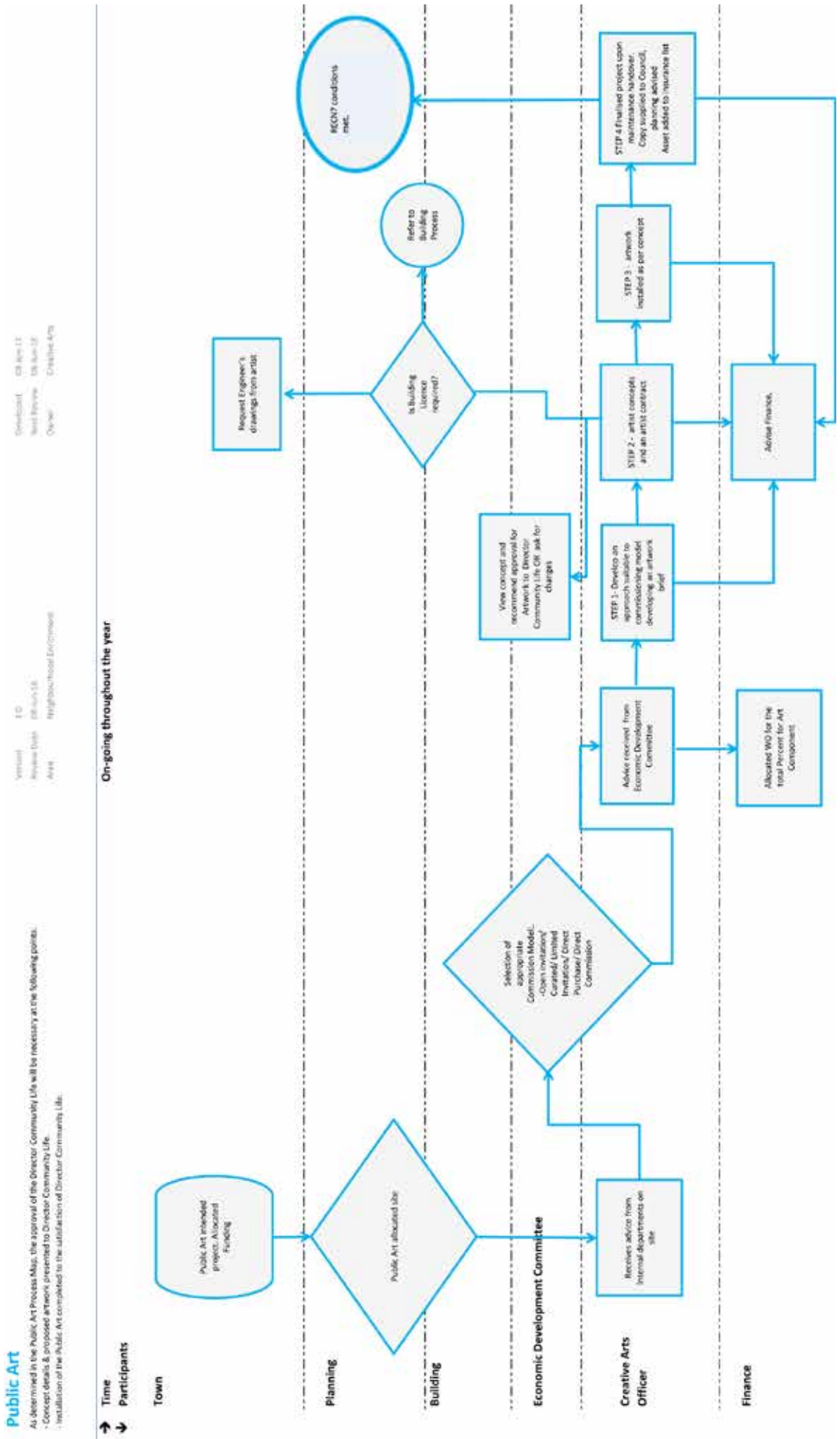
None

#### AUTHORITY

Council Meeting 9 May 2017

# Appendix 2:

## Public art process map



# Appendix 3:

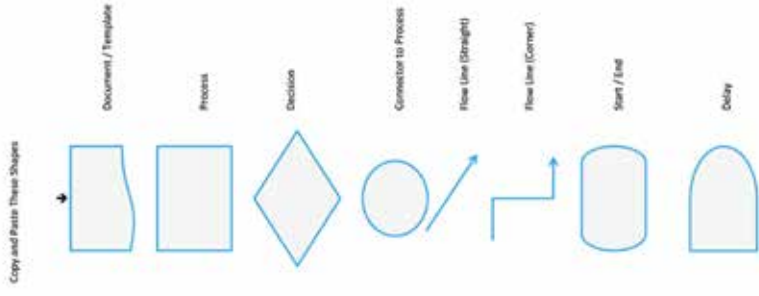
## De-accession of Towns public art process map

### De-accessioning of Town Public Artwork

De-accessioning is the process whereby works from the Public Art Collection may be considered for permanent removal from the Public Art Collection Collection.

Developed: 05 June 17  
 Next Review: 05 June 17  
 Owner: Creative Arts Officer

Version: 1.0  
 Review Cycle: 05 June 17  
 Area: Community Life



### On-going throughout the year - aligned with the Town's Public Art Management Plan

→ Time  
 ↓ Participants

Creative Arts Officer

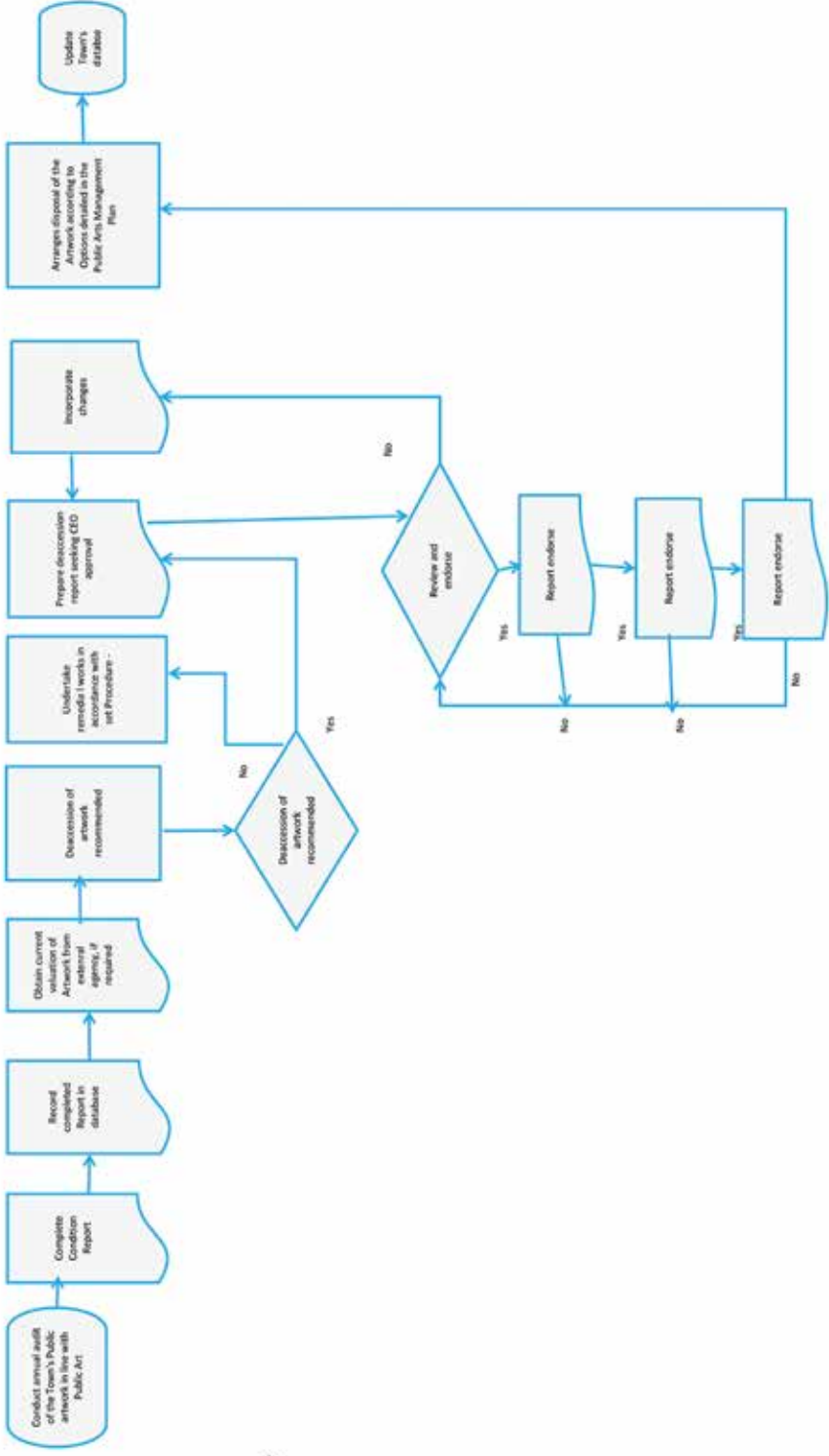
External agency

Manager N.E.

EX Mgr N.L

Director C.L

CEO





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**This information is available in an alternative format  
to people with a disability on request 9311 8132**