

Town of Victoria Park

Public Art Management Plan

1. 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. 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 situated in public spaces around the Town and focuses to assist the Town of Victoria Park in becoming recognised as a vibrant and dynamic community within Perth, Australia, and the world.

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 and the Public Art Strategy. 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.

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

- Policy 115 - Public Art
- Strategic Community Plan (2022-2032)
- Public Art Strategy (2018-2023)
- Developers Public Art Handbook (Percent for Art)
- Arts and Culture Plan (2020-2025)

2. Town of Victoria Park Art Collection

The Town's Art Collection comprises of three categories:

1. Town of Victoria Park Visual Art Collection

The Visual Art Collection contains professionally made artworks of various media that are collected according to specific selection criteria. The Art Collection is directed by the Visual Arts Policy, is housed within the Town buildings, and is rotated on a regular basis.

2. Public Art Collection (permanent display)

Public artworks are commissioned as one-off projects or collected as a one-off acquisition for permanent display in the public realm.

3. Murals and Ephemeral Artworks (in public areas)

Ephemeral works commissioned or acquired by the Town include murals and temporary artworks. These works have a specific lifespan and are either retired or rotated as required.

3. Acquisition of New Public Artworks

To ensure the development of a cohesive Public Art Collection, this Plan sets out processes for the acquisition and management of public art projects.

Accessioning new public artworks

The Town will fund Public Art projects through several avenues including:

a) Special Projects

Special projects such as public art to compliment Town led redevelopments may be allocated funds through the Town's annual budgeting process.

b) Private Developer Contributions

Private developers are encouraged to contribute to public art in major developments. Local Planning Policy 29: Public Art Private Developer Contributions require developers to provide public art as part of their development or to provide equivalent cash-in-lieu funds to the Town's Victoria Park's Community Art Fund which may be accumulated for the future provision of public art by the Town.

c) Donations and Gifts

The Town will consider artwork donations and philanthropic monetary donations on a case-by-case basis.

4. Commissioning Process

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.

With the exception of Percent for Art projects, recommendations for commissioning new Public Artworks are at the direction of the Council via the annual budget, recommendations by the Arts Development Officer and are guided by the Public Arts Advisory Group (PAAG). All recommendations for acquisition or commission are presented to the PAAG and then provided with an accompanying memo for approval by the Chief Community Planner.

The commissioning process for public art projects are guided by the overall budget for the project. The overall project budget includes artist fees, fabrication costs, materials, installation costs (including landscaping or any additional operational requirements) consultation fees, selection panel costs or any other costs directly arising from the project.

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.

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

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

Recommendations for commissioning new works for the Public Art Collection are based on the recommendation of the Arts Development Officer and are guided by the Town's PAAG. All recommendations for acquisition or commission are presented to the Chief Community Planner. A written memo or report accompanied by an acquisition evaluation of the recommended work by the Arts Development Officer is presented for approval.

The Town reserves the right to cancel or reconsider the project brief of a public art project where it considers there have not been a substantial number of responses to the project brief or adequate response to the project or site. The Town may appoint an independent consultant to assist with selection and management of the public art procurement.

Essential Selection Criteria

The following selection criteria are included on all public art commissions:

- Demonstrate a high standard of excellence and innovation.
- The work is distinctive and reflects innovative and contemporary ideas.
- The work considers public safety and the impact to the environment.
- The work demonstrates consideration for public access, day, and night, and in diverse weather conditions.
- The work is relevant to the context of the site.
- The work is consistent to current Town planning, policies, and plans and

- Meets any relevant codes, such as building codes.
- Will be a significant addition to the Town’s Public Art Collection.
- Be an unconditional donation or purchase which has valid and clearly verifiable legal title.
- Have the necessary resources allocated to resolve all foreseeable issues related to conservation, presentation, and maintenance.

Artworks that are low maintenance, robust, durable, resistant to vandalism, and utilise sustainable materials are encouraged. All works must meet relevant codes, have adequate structural elements, such as footings, structurally certified by an engineer (where required) and be achievable within the project budget and timeline.

Desirable Selection Criteria – one or more:

- Be a quality artwork by a contemporary Western Australian artist
- Represent significant history of the Town.
- Represent the artistic practice of a Western Australian artist (or artist residing in Western Australia) who has received acclaim for their work locally, nationally, or internationally.
- Be informed by or associated with the Town of Victoria Park.

5. Approval Delegations and Process

Public Artwork Budget	Approval process
Up to \$5,000	Arts Development Officer approval.
\$5,000 - \$50,000	<ul style="list-style-type: none"> • Expression of Interest • Public Art Advisory Group endorsement • Manager Community approval • Memo to Chief Community Planner for signed approval.
\$50,000-\$250,000	<ul style="list-style-type: none"> • Open Invitation Commissioning Process. • Public Art Advisory Group endorsement. • Manager Community approval • Memo to Chief Community Planner and Chief Executive Officer for approval. • Memo to Elected Members for information.
Over \$250,000	<ul style="list-style-type: none"> • Requires formal Tender • Public Art Advisory Group endorsement. • Report to Council.

6. Project Management

Town is dedicated to adopting principles of best practice and consults with industry professionals where required. The Town follows the principles of best practice outlined by organisations such as National Association for the Visual Arts (NAVA), Arts Law and the Department of Local Government, Sport, and Cultural Industries (DLGSC).

Project planning and timelines

The Town believes that the involvement of artists and art professionals in the initial stages of project planning are the key to successful and meaningful public art outcomes. The Town views public art as an integral part of any development consideration and for public art projects to be integrated into initial development proposals for projects involving capital works and new site constructions.

The Town is committed to consulting with artists and involving commissioned artists at the earliest stage of the project as possible – especially for Percent for Art projects.

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/approvals of all specifications, permits, insurances and contacts for maintenance of the work. This is generally the final staged payment. A copy of the maintenance manual will be supplied to the Town and included in the Town of Victoria Park Public Artwork Inventory.

Promotion of the Public Art Collection

The Town will showcase public artworks in an online gallery on the Town's website. On completion of a project a 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.

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.

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. An attribution plaque with the year, artist and title (at a minimum) should be installed on site next to the artwork.

Re-location of a work

Re-locating is the process whereby permanent works from the Collection may be considered for re-installation to an alternative site. For all re-locating of works, the Town consults with the artist(s) or artist estate on all considerations regarding the new site and appropriate methods for moving and reinstallation.

A work in the Public Art Collection is considered for relocation if:

- The current site is being re-developed as part of a Capital Works project
- In its current location, the work has become a liability to public safety or environmental concern, and relocating the work will rectify this situation; or
- In the written opinion of the Arts Development Officer, the work will be more appropriately installed in an alternative location.

De-accessioning of a work

- De-accessioning is the process whereby permanent works from the Collection may be considered for permanent removal from the Collection. Prior to de-accessioning any work from the Public Art Collection, the Arts Development Officer consults with the artist(s) or artist(s) estate on all considerations and appropriate methods of disposal. The Town does not destroy, damage, alter or intentionally modify any work in any way whatsoever without consulting with the artist(s).

Works in the Public Art Collection are considered for de-accession if they are:

- An artwork that does not meet the requirements of the Public Art Policy or Visual Art Policy
- Damaged, deteriorated or destroyed beyond reasonable repair or conservation

- Of insufficient merit for the allocation of resources
- Has become a liability to public safety or environmental concern, and where the work is beyond reasonable repair to rectify these concerns; or
- In the written opinion of the Arts Development Officer, the work will be more appropriately conserved or displayed in an alternative collection.

Ephemeral works, such as murals, are dictated by the lifecycle of each project. For these projects, the Town returns the site back to its original condition or re-commissions the site with a new artist and artwork.

Methods of Disposal

The Arts Development Officer advises the Chief Community Planner on the options for disposing of a given work. The disposal procedure for an item approved for de-accession adheres to the following order of options, which have been developed in accordance with the National Standards for Australian Museums and Galleries. Elected Members, Town staff, volunteers and their families are prohibited from personally obtaining an item de-accessioned from the Collection by any means. A record of all items de-accessioned and their method of disposal is kept.

The options for disposal, in order of priority, are that the item may be:

- Donated to a more appropriate collecting institution
- Donated to the collection of another local government; or
- Dismantled and/or destroyed in the event of no other options being suitable.

In the event of the work being dismantled and/or destroyed, the Town recycles all materials where possible.

Procedures for Disposal

The following steps are followed in disposing of or de-accessioning a work:

1. A proposal for de-accessioning is initiated by the Arts Development Officer, or at the request of the PAAG.
2. A written de-accession proposal is prepared by the Arts Development Officer for approval by the Chief Community Planner.
3. Elected Members are informed.

The proposal includes:

- a) Full details of the work.
- b) Full details of the circumstances of the work's acquisition, including any prohibitions or restrictions on de-accessioning (including statutory restrictions).
- c) Reasons for the proposed de-accessioning.
- d) Recommendations for the means of disposal.

- e) Recommendations to timeframe for disposal of the work or “cooling off period” as appropriate to the reasoning for de-accessioning; and
- f) The estimated current market value of the work, if any.

As public artwork is in the public domain, the “cooling off period” does not apply if damage (including theft) is beyond repair or unable to be replaced – or if the work presents a physical danger to the safety of the community.

Documentation of Disposal

On completion of the de-accessioning and disposal process:

- a) The Town’s registers and files are amended to note the de-accessioning and disposal of the work, and copies of photographic and written records pertaining to the work is retained by the Town.
- b) The work’s accession number will not be reassigned; and
- c) The de-accessioning and disposal of the work is reported to the CEO.