

Policy number	Policy 115
Policy title	Public Art
Strategic outcomes supported	S3 – Facilitating an inclusive community that celebrates diversity. S4 – Improving access to arts, history, culture and education.

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.

Aims:

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

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

Policy scope:

This policy applies to all public art in the Town.

Policy definitions:

1. **Public Art** refers to the integration of an artistic concept within or adjacent to the public realm, such that it is capable of being viewed and appreciated by the public. Public art can take many forms, incorporate many different materials and be produced in many ways. It can be stand-alone, applied to surfaces, or integrated into building facades, road infrastructure elements or landscaped outdoor spaces and can include cultural infrastructure, a transient activation or experience, and artist residency programs. Public art can be permanent, site-specific, temporary, or ephemeral. The distinguishing feature of these works is that a professional artist (or artist team) is wholly, or partly, responsible for the creation, design, facilitation and/or fabrication.
2. **Public realm** refers to an outdoor public space from which the public has the ability to view and appreciate artwork, and may include streets, parks, foreshores, squares, plazas, and other publicly accessible outdoor spaces.
3. **Professional Artist** refers to an individual (or artist team) responsible for producing the artwork in fulfillment of the public artwork requirements of this policy and must meet the below criteria:

- A person who has a history of exhibiting their artwork at reputable art galleries that sells the work of professional artists
- A person is represented in major public collections; and
- A person who earns more than 50% of their income from arts related activities, such as teaching, selling artwork or undertaking public art commissions.

In some cases, this definition may be relaxed where it may be specified for a particular project. For example, a project involving emerging artists, Indigenous artists, students or street/urban artists or a senior artist/emerging artist mentor arrangement.

4. **Percent for Art** is public art contributed by developers. The artwork budget is set to the value of one per cent (1%) of the estimated value of building work of the approved development, where the development has an estimated development cost of \$2,000,000 or more.
5. **Private Developer Contributions** refers to cash-in-lieu funds received by the Town from a private developer in lieu of providing public art as part of the development. These funds can be accumulated and then used to deliver public art projects.

Policy Statements:

6. 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.
7. 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, created by a professional artist, that elevates the status of the Town as an investor in a culturally enriched environment that activates public spaces to increase people traffic.
8. 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.
9. Any public art purchased by the Town must be in accordance with Policy 301 Procurement and the relevant procedures, unless otherwise resolved by Council.
10. The processes for managing the Town's public art projects are detailed in the Public Art Management Practice. The commissioning of new artworks will be undertaken in line with the Town's Procurement Policy.
11. 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.

12. The Town's Public Art Management Plan details management regarding acquisition of new public artworks, maintenance, deaccessioning and copyright.

Related documents

[Arts and Culture Plan](#)

[Public Art Management Plan](#)

[Mural Arts Plan](#)

[Developers Public Art Handbook](#)

[Public Arts Strategy](#)

[Local Planning Policy No. 29](#)

Policy manager	Manager – Community
Responsible Officers	Coordinator Events, Arts and Funding Arts Development Officer
Approval authority	Council
Next evaluation date	

Revision history

Version	Action	Date	Authority	Resolution number	Report number
1	Approved	09/05/2019	Council	-	Item 15.2
2	Reviewed and Amended	20/08/2019	Council	148/2019	Item 10.1
3	Reviewed and Amended	21/04/2020	Council	384/2020	Item 15.7