



TOWN OF
VICTORIA PARK

Public Art Strategy 2018-2023



"We Find Ourselves in Nature" Tim Macfarlane Reid, 2011

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Introduction

The Town of Victoria Park aims to continue to promote the character and identity of the Victoria Park region through creating local or regional landmarks. This is achieved by physically enhancing public places, through creating points of interest, animating spaces and providing beauty, character or colour to places/environments.

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

As defined in the Town’s Public Art Management Plan, *‘Public art means the integration of an artistic concept into the public realm.’*

The Public Art Strategy 2018–2023 in the Town aims to:

- create a ‘place where people want to be’
- create a sense of cultural identity
- cultivate a ‘sense of place’
- be fun and thought provoking
- activate spaces and places
- attract tourists / be a drawcard
- be accessible to all
- enhance the built and natural environment.

Background

Since 1993, the purchasing, commissioning and installation of public art has been funded by placing 0.75 per cent of its annual rates into a reserve set aside for that purpose. From 1993 to 2006 the Town has been commissioning public artwork on a project by project basis.

In 2005, it was recognised that a coordinated approach to the provision of public art would enable the Town to gain from the many cultural and community benefits associated to public art.

On 25 July 2006, Council adopted a Public Art Masterplan 2006–2011 that aligned with policy GEN5 Artwork in Public Places. The policy states:

‘Any original, physical artwork specifically designed and created for display in a public place shall be developed in accordance with the Public Art Masterplan adopted by Council on 25 July 2006.’

Public art has been established in the Terms of Reference of the current Community Development Committee.



‘Wednesdays Child’ by Abdul Rahman Abdullah, Burswood (opposite bus port on Shepperton Rd), Victoria Park

The Town has progressed a number of public arts projects in recent years, including the installation of 10 relatively small and inexpensive artworks throughout 2011–12, with the experiences learnt through the process of installing these pieces informing the development of the Town’s Public Art Master Plan 2013–2015.

The Public Art Master Plan 2013–2015 (the Plan) was 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 of Council documents and plans for forthcoming projects (e.g. the Lathlain Park Precinct project).

The Public Art Master Plan 2013–2015 was the foundation for the Town’s commitment to enhance the built and natural environment of the Town, to reflect a vibrant lifestyle by commissioning artists for the placement of relevant and meaningful public artworks.

The completed artworks from the plan include:

- ‘Sporting Walk of Fame’ by Anna Crane at Aqualife, East Victoria Park
- ‘Lunar Movement’ by Damian Butler at Lathlain Place, Lathlain
- PUBLIC2015 by FORM at various locations through the Town
- Public outdoor ping pong at various passive reserves in the Town
- ‘Everything is True’ by Abdul Rahman Abdullah at Kate Street Reserve, East Victoria Park
- ‘Wednesday’s Child’ by Abdul Rahman Abdullah at Burswood
- ‘Hyatti’ by Ayad Alqaraghooli at Duncan Reserve, Victoria Park
- ‘Shared Stories’ by Olga Cironis Hayman Road, Bentley
- ‘Organicia’ by Nic Compton at Archer Street, Carlisle
- ‘Cockatoos’ by Sharon White at Rotary Park, St James
- ‘The Swan River Bunyip’ by Jahne Rees at GO Edwards Park, Burswood.

At a Council meeting on 9 May 2017, the Town endorsed REC7 Public Art Policy. This policy informs the Public Art Strategy 2018–2023.

The Public Art Policy is supported by the Public Art Management Plan, a guiding document that assists 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. Below is a summary of Art related policies and their associated plans.

Policy	Plan
REC 3: Visual Art	Art Collection Management Plan
LPP 29: Percent for Art	Percent for Art Developers Handbook
ENG 12: Graffiti Removal Management & other Local Planning policies	Mural Arts Plan Commissioning and Maintenance
REC 7: Public Art	Public Art Management Plan

Aims of the Public Art Strategy

The aims of the Town Public Art Strategy 2018–2023 are to:

- complement the Town’s strategic outcome S4 A place where all people have an awareness and appreciation of arts, culture, education and heritage
- assist the Town in becoming recognised as a vibrant and dynamic community within Perth, Australia and the world
- ensure that all public art displayed in the public realm is maintained to the highest standard for the community
- increase the profile of the Town through activating public spaces.

Community engagement and consultation

Extensive community engagement undertaken through the Evolve project informed the Town’s *Strategic Community Plan 2017–2031*, including the following strategic outcome:

- S4: A place where all people have an awareness and appreciation of arts, culture, education and heritage
The principle behind this outcome is that the arts, culture, education and heritage are incredibly important in helping to reiterate, reinforce and create a sense of place.

Throughout the development and implementation of the Public Art Strategy 2018–2023, the Town will align to:

- the Town’s Vision statement that we are Perth’s most empowered and engaged community
- Civic Leadership Strategic Outcome C12 – A community that is authentically engaged and informed in a timely manner
- GEN6 Public Participation Policy.

During the 2018 Arts Season, the Town will use Culture Counts as a point of information gathering on the public perception of arts and culture in the Town which will help inform identification of potential types of public art that the community would like in the Town.



‘Lunar Movement’ by Damian Butler at Lathlain Place, Lathlain.

Public art approval process

During the implementation of the Public Art Strategy 2018–2023, the relevant committees and advisory groups will provide guidance on the appropriate procurement, selection and installation of public art. Delegated authority will guide the approval process for the procurement of public art.

Precinct masterplans

The Public Art Strategy 2018–2023 aligns to the following precinct masterplans.

Taylor Reserve/McCallum Park concept

An engagement process began in 2014/15 for the development of the overarching Foreshore Access and Management Plan and continued in 2016/17 for the development of the McCallum Park and Taylor Reserve design. This has included four community and stakeholder workshops and a recent submission process that received 27 online and hardcopy submissions. The feedback the Town received from our community and stakeholders was valuable in the development of a subsequent revision of the Taylor Reserve/McCallum Park Concept Report.

John Mactivation project

The Town is undertaking an activation project in an area of John Macmillan Park outside of the library along Sussex Street. This project will aim to:

- respond to evolving community needs within the area
- make public space active and work for the community
- make the area a multi-functional place
- reduce anti-social behaviour
- revitalise assets and spaces.

Lathlain Precinct redevelopment project

The Lathlain Precinct redevelopment project (LPRP) is a strategic priority project as identified in the Strategic Community Plan. There are eight project zones that make up the LPRP that have or will undergo redevelopment and/or revitalisation.

Through the Evolve community consultation it has been identified that Zone 2 – Community Activity will be receiving the following creative endeavours with financial contribution from Lotterywest and the Department of Local Government, Sport and Cultural Activities:

- an artistic reinterpretation of the old Perth Football Club scoreboard held in storage at the depot as a water feature that would provide a perch for local fauna and birdlife (Department of Local Government Sport, Recreation and Cultural Activities contribution)
- a 'whimsical path' interpretive art installation (Lotterywest contribution).

Through the Evolve consultation it has been identified that the community desire was to repurpose and recycle. To coincide with the contributed creative initiatives, the following initiatives, would benefit the activation of the area and have been included in the Public Art Strategy 2018–2023:

- an artistic interpretation for the removed cottage, as entry paving into the park from the corner of Goddard and McCartney Street.
- a sculptural water fountain/bird bath/bowl, with perch for fauna, specifically forest black cockatoos, which will sit in a water sensitive urban landscape.

Percent for Art Scheme

The Town acknowledges the important role that developers play in shaping the cultural identity of our community through meeting responsibilities as determined in the Western Australian State Government Percent for Art Scheme guidelines.

The Developers Public Art Handbook developed by the Town is intended to assist the developer through the process of commissioning an artist, meeting arts industry best practice, and getting the best value from the developer's financial contribution. Percent for Art developments for 2018–2023 are detailed in the timeline but are estimates of completion as the timeline, schedule and project management of each artwork is the responsibility of the developer.

Mural art

Murals are large-scale artworks, often outdoor paintings or installations that may cover an outdoor wall or other public infrastructure.

The Mural Arts Plan: Commissioning and Maintenance objectives are:

- to encourage community participation in the development of mural arts projects within the Town
- to introduce a range of mural styles which reflect the diversity of the community's aspirations and tastes
- to provide community access to high quality mural arts for education and appreciation purposes
- to build on and promote the character and identity of the Victoria Park region
- to deter graffiti and vandalism of Town property.

Budget

The Town currently funds the purchasing/commissioning and installation of public art by placing an amount of its annual rates into a Community Art Reserve fund.

The purpose for which the Community Art Reserve has been established by Council is as follows: *To be used to assist in funding the purchase and placement of art for the Council and community.*

If it is deemed to be a different purpose to the definition above then the following must occur: If Council wishes to use the money in a reserve account for another purpose then it must resolve to do so with an absolute majority decision and it must give one month's local public notice of the proposed change of purpose or proposed use (Section 6.11 of the Local Government Act 1995).



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

Public art maintenance

The Town's public artworks are maintained in accordance with maintenance plans that have been prepared for each piece. The plans require maintenance to industry standards relating to public art, and include reference to decommissioning of artworks.

The following maintenance schedules are set as outlined below.

2018–2019

Artwork/artist	Location	Cost estimate
'Tram Sculpture' by Kath Wheatley	McCallum Park near Causeway, Shepperton Road Victoria Park	\$4,250
'Heritage Circle' by the Smiths	GO Edwards Park, Great Eastern Highway, Burswood	\$3,650
'Tram Bus Stop' by Medhi Rashulle	1035 Albany Highway, St James	\$3,940
'Full Flow Fun' by Andrew Kay	Somerset Street near Aqualife, East Victoria Park	\$1,000
'Everything is True' by Abdul Rahman Abdullah	Kate Street Reserve, East Victoria Park	\$680

2019–2020

Artwork/artist	Location	Cost estimate
Public outdoor ping pong (POPP) table (school project)	John MacMillan Park, Victoria Park	\$1,000
POPP table (school project)	Hawthorne Park, Victoria Park	\$1,000
POPP table (school project)	Houghton Park, St James	\$1,000
POPP table (school project)	John Bissett Reserve, East Victoria Park	\$1,000
POPP table (school project)	Rayment Park, Lathlain	\$1,000
'Wednesday's Child' by Abdul Rahman Abdullah	near bus terminal, Shepperton Road, Victoria Park	\$1,270
'After the Rain' by Shaibu Kanyemba	corner Leonard Street and Albany Highway, Victoria Park	\$340
'Conjunction' by Andrew Kay	corner Archer Street and Planet Street, Lathlain	\$680
'The Reel Street' by Mehdi Rasulle	corner Albany Highway and Harper Street, Victoria Park	\$540
'Coffee Conversations' by Ian Dowling	corner Westminster Street and Albany Highway, East Victoria Park	\$320
'Log Seat' by Nils Compton	Archer Street, Lathlain	\$2,100
	TOTAL	\$10,250

N.B.: from 2018–2023 it is intended that the decorative repainting of the tables will be facilitated in partnership with local schools.

2020–2021

Artwork/artist	Location	Cost estimate
'Networks' by Dawn and Phil Gamblin	Victoria Park administration building, Victoria Park	TBC
'Sporting Walk of Fame' by Anna Crane	Aqualife, East Victoria Park	TBC
'Heritage Tree' by Jahne Rees	GO Edwards Park, Burswood	TBC
'Lunar Movement' by Damian Butler	Lathlain Precinct	TBC
'Cockatoos' by Sharon White	Rotary Park, St James	TBC
	TOTAL	TBC

N.B.: from 2018–2023 it is intended that the decorative repainting of the tables will be facilitated in partnership with local schools.

2021–2022

Artwork/artist	Location	Cost estimate
'Networks' by Dawn and Phil Gamblin	corner Canterbury Terrace and Albany Highway, East Victoria Park	\$220
'Bike' by Malcolm McGregor	corner Canterbury Terrace and Albany Highway, East Victoria Park	\$560
'Watering' Hole by Malcolm McGregor	corner Basinghall Street and Albany Hwy, East Victoria Park	\$695
'Burswood Canal' by Philippa O'Brien	Balbuk Way on the river near Graham Farmer Freeway, Burswood	\$780
Library mosaics by Sandra Hill	Victoria Park Library, East Victoria Park	\$2,300
Footpath mosaics	John MacMillan Park, East Victoria Park	\$180
	TOTAL	\$4,735

2022–2023

Artwork/artist	Location	Cost estimate
POPP Table (school project)	John MacMillan Park, Victoria Park	\$1,000
POPP Table (school project)	Hawthorne Park, St James	\$1,000
POPP Table (school project)	Houghton Park, East Victoria Park	\$1,000
POPP Table (school project)	John Bissett Reserve, East Victoria Park	\$1,000
POPP Table (school project)	Rayment Park, Lathlain	\$1,000
'We Find Ourselves in Nature' by Tim MacFarlane Reid	Kensington Bushland, Kensington	TBC
'Time Out' by Belinda Mettam	Albany Highway median strip, East Victoria Park	TBC
'Boola Bidjool' by Peter Farmer	Albany Highway, East Victoria Park	TBC
'Penny and Pounder' by Greg James	corner Duncan Street and Albany Highway, East Victoria Park	TBC
'Bentley' by Olga Cironis	Hayman and Marquis Road, Bentley	TBC
	TOTAL	TBC

Timeline

Year 1: 2018–2019

Community Art Reserve

During the implementation of the Public Art Strategy 2018–2023, the relevant committees and advisory groups will provide \$50,000 for Lathlain as aligned to the Lathlain Precinct redevelopment project feedback received:

- within Lathlain Park Zone 2 at the corner of Goddard Street and McCartney Street, an artistic interpretation for the previous use of that land as a cottage occupied by the football grounds caretaker
- at the Lathlain Place football grounds entry, a sculptural reuse of the scoreboard and entry turnstiles that may incorporate a water fountain/bird bath/bowl and perch for fauna, specifically forest black cockatoos, which will sit in a water sensitive urban landscape.

\$150,000 for John MacMillan Park as aligned to the John Mactivation project plan.

Community consultation

June–August 2018: behaviour mapping research conducted for following locations:

- Edward Millen Park, East Victoria Park
- McCallum Park/Taylor Reserve, Victoria Park
- Read Park, Victoria Park
- GO Edwards Park, Burswood
- Victoria Park Drive & Glenn Place Roundabout, Burswood
- Kensington Bushland, Kensington
- Rayment Park, Lathlain
- John MacMillan Park, East Victoria Park

Behaviour mapping allows researchers to determine how participants use a designed space by recording participant behaviours and/or tracking participant movement within the space itself.

Culture Counts will also be conducted to capture community feedback, evaluative outcomes and form future directions.

Year 2: 2019–2020

Community Art Reserve

\$50,000 for Victoria Park Drive & Glenn Place roundabout, Burswood

Percent for Art Development

- No. 23 (Lot 9103) Seabiscuit Drive, Burswood



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

Year 3: 2020–2021

Community Art Reserve

\$100,000 for McCallum Park as aligned to the Taylor Reserve/McCallum Park concept.

\$100,000 for Taylor Reserve as aligned to the Taylor Reserve/McCallum Park Concept.

Percent for Art Development

- Nos. 7 & 9 (Lots 1 & 164) Riverdale Road, Burswood

Year 4: 2021–2022

Community Art Reserve

\$150,000 for a sculpture garden at Edward Millen Reserve, East Victoria Park.

It is proposed to go to community consultation to inform the direction for a designated sculpture garden.

The sculpture garden is proposed as a community collaborative initiative that provides a platform for display of artwork, and for the community to access and engage with contemporary public art works in one allocated destination. It is intended to unite two of the region's most cherished resources: its parks and its cultural life.

Further information is included in the detail section below.

Percent for Art development

- Nos. 7 & 9 (Lots 1 & 164) Riverdale Road, Burswood
- No. 112-118 (lots 62-65) Goodwood Parade, Burswood.

Year 5: 2022–2023

Community Art Reserve

\$30,000 for Kensington Bushland

It is proposed to go to community consultation to inform the direction for public art for Kensington Bushland.

Percent for Art Development

- Lots 1 and 3 (34) Goddard Street, Lathlain
- 153–157 (Lots 60,61 & 62) Burswood Road, Burswood
- Lots 137 (8), 138 (8), 139 (6), 140 (6) and Part 141 (6) Basinghall Street, East Victoria Park
- 646–660 Albany Highway and 1-3 Miller Street, Victoria Park.

Detail

Proposed Town of Victoria Park sculpture garden

Initiatives such as Sculpture by the Sea at Cottesloe, and Sculpture at Bathers at Fremantle are temporary outdoor exhibitions in Western Australia that draw large amounts of visitors each year.

The Town of Victoria Park sculpture park is intended to empower local community and raise the profile of arts in the region. The following benefits are taken into consideration:

- the collaborative nature of the project will provide networking opportunities and nurture a sense of togetherness across the arts community
- raise awareness and profile of local visual arts and individual artists within the region; through increased publicity in planned print, radio and social media outlets exposure will be increased locally, nationally and hopefully internationally
- by partnering and brokering collaboration with artists and other local community groups such as the Victoria Park Community Garden, Victoria Park Centre for the Arts, and Vic Park Collective to strengthen a hub for arts in the community.
- an education program will foster a positive regard for the Town and positively demonstrate its commitment to and support of arts and cultural development
- provides opportunities for the Town to be open to receive donations of public art that align to the Public Art Policy and Public Art Management Plan.

The sculpture garden project provides both partner organisations and individual artists with the opportunity to develop professionally through creative practice, and the development of new ideas and through the development and acquisition of skills and expertise in managing collaborative projects. It is intended to grow each year with a new addition until it reaches its maximum occupancy at the allocated location.

Implications

At present the Town is implementing Culture Counts for social impact measurements on public art. The Department of Arts and Culture's Strategic Directions 2016–2031 for arts and culture sector in Western Australia states:

The value of culture to society, and how it measures this value, has been the subject of intense debate for many years both in Australia and overseas. Increasingly the sector is expected to demonstrate the value of its work across social, economic and environmental outcomes to audiences, investors and governments, often relying on government to consolidate data and report on key measures of value.

It is intended that by using Culture Counts at every art event, the Town can capture community feedback towards measuring art appreciation and informing future arts directions and outcomes.

Appendices

- Strategic Community Plan 2017–2032
- Public Art Management Plan
- Percent for Art: Developers Handbook
- Mural Arts Plan: Commissioning and Maintenance
- Art Collection Management Plan



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