

<b>Policy number</b>	Policy 115
<b>Policy title</b>	Public Art
<b>Strategic outcomes supported</b>	S3 – An empowered community with a sense of pride, safety and belonging S4 – A place where all people have an awareness and appreciation of arts, culture, education and heritage.

### 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 scope:

This policy applies to 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 tertiary qualification in the visual arts;
  - 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.

## Policy statement:

4. 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.
5. 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.
6. 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.
7. Any public art purchased by the Town must be in accordance with Policy 301 Procurement and the relevant procedures, unless otherwise resolved by Council.

## Aims:

8. 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 and to reflect a Vibrant Lifestyle;
  - 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.

## Related documents

Local Planning Policy No. 29  
Public Art Management Plan  
Public Art Strategy  
Developers Public Art Handbook  
Mural Arts Plan  
Arts and Culture Plan

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

## 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
4	Reviewed and Amended	18/01/2022			