

appendices

Community Development Committee



Community Development Committee
2 July 2018

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8.3 Public Art Strategy



TOWN OF
VICTORIA PARK

Public Art Strategy

2018 - 2023

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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% 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 co-ordinated 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. Policy statement

'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.

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.
- ‘Lunar Movement’ by Damian Butler at Lathlain Place.
- 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.
- ‘Wednesday’s Child’ by Abdul Rahman Abdullah at Burswood.
- ‘Hyatti’ by Ayad Alqaraghholli 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 G.O Edwards Park

At a Council meeting on 9 May 2017, the Town endorsed RECN7 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! 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.

Public Art Approval Process

During the implementation of the Public Art Strategy 2018- 2023, the Community Development Committee and Future Planning Community, along with the Aboriginal Engagement Strategy Group, the Disability Access & Inclusion advisory group and Community Sounding Board 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 PFC scoreboard, held in storage at the Depot, as a water feature (that would provide a perch for local fauna/ 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.

- 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

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 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 communities 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; and
- 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).*

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 Estimates |
|---------------------------------------------|---------------------------------------------|----------------|
| Tram Sculpture by Kath Wheatley | McCallum Park Near Causeway Shepperton Road | \$4,250 |
| Heritage Circle by the Smiths | GO Edwards Park, Great Eastern Highway | \$3,650 |
| Tram Bus Stop by Medhi Rashulle | 1035 Albany Highway | \$3,940 |
| Full Flow Fun by Andrew Kay | Somerset Street near Aqualife | \$1,000 |
| Everything is True by Abdul Rahman Abdullah | Kate Street Reserve | \$680 |
| Gateaux and Spoon by Andrew Kay | Near Canterbury Terrace and Albany Highway. | \$620 |
| | TOTAL | \$14,140 |

2019-2020

| Artwork/ Artist | Location | Cost Estimates |
|-------------------------------------------|-----------------------------------------|----------------|
| POPP Table (school project) | John MacMillan Park | \$1,000 |
| POPP Table (school project) | Hawthorne Park | \$1,000 |
| POPP Table (school project) | Houghton Park | \$1,000 |
| POPP Table (school project) | John Bissett Reserve | \$1,000 |
| POPP Table (school project) | Rayment Park | \$1,000 |
| Wednesdays Child by Abdul Rahman Abdullah | near Bus Terminal Shepperton Road | \$1,270 |
| After the Rain by Shaibu Kanyemba | Corner Leonard & Albany Highway | \$340 |
| Conjunction by Andrew Kay | Corner Archer Street and Planet Street | \$680 |
| The Reel Street by Mehdi Rasulle | Corner Albany Highway and Harper Street | \$540 |

| Artwork/ Artist | Location | Cost Estimates |
|-------------------------------------|---------------------------------------|-----------------------|
| Coffee Conversations by Ian Dowling | Corner Westminster and Albany Highway | \$320 |
| Log Seat by Nils Compton | Archer Street | \$2,100 |
| | TOTAL | \$10,250 |

To Note: 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 Estimates |
|------------------------------------|----------------------------------------------------|-----------------------|
| Messenger by Malcolm McGregor | Corner Canterbury Terrace and Albany Highway | \$220 |
| Bike by Malcolm McGregor | Corner Canterbury Terrace and Albany Highway | \$560 |
| Watering Hole by Malcolm McGregor | Crn Basinghall Street and Albany Hwy | \$695 |
| Burswood Canal by Philippa O'Brien | Balbuk way on the river near Graham Farmer Freeway | \$780 |
| Library Mosaics by Sandra Hill | Victoria Park Library | \$2300 |
| Footpath Mosaics | John MacMillan Park | \$180 |
| | TOTAL | \$4,735 |

2021-2022

| Artwork/ Artist | Location | Cost Estimates |
|-------------------------------------|---------------------------------------|-----------------------|
| Networks by Dawn & Phil Gamblin | Victoria Park Administration Building | TBC |
| Sporting Walk of Fame by Anna Crane | Aqualife | TBC |
| Heritage Tree by Jahne Rees | GO Edwards Park | TBC |
| Lunar Movement by Damian Butler | Lathlain | TBC |
| Cockatoos by Sharon White | Rotary Park, St James | TBC |
| | TOTAL | TBC |

2022-2023

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

TIMELINE

Year 1: 2018 - 2019

Community Art Reserve

\$50,000 for Lathlain as aligned to the Lathlain Precinct Redevelopment Project feedback received.

- Within Lathlain Park Zone 2 at the corner of Goddard and McCartney, 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 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
- McCallum Park/ Taylor Reserve
- Read Park
- G.O. Edwards Park
- Victoria Park Drive & Glenn Place Roundabout, Burswood
- Kensington Bush Land
- Lathlain / Rayment Park
- John MacMillan 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

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 Sculpture Garden Edward Millen Reserve.

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 regions 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 Bush Land

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 and Sculpture at Bathers 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 Collection 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 Park 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. 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 utilising culture counts consultation at every art event opportunity 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

8.4 Changes to Policies FIN7 Donations and RECN6 Community Grants

| | |
|-----------------------------|-------------------------|
| POLICY NUMBER: | FIN7 |
| POLICY TITLE: | Donations |
| Management Practice: | In draft |
| Delegation: | Chief Executive Officer |

OBJECTIVE:

To support the local or regional community through a financial donation (gifting of funds) for charitable purposes, services or enhancement of amenity, or to benefit a cause, whereby the Council receives no direct branding or recognition benefit.

POLICY STATEMENT:

Council will provide an annual Donations- Financial Assistance Program each financial year for the provision of charitable purposes, services or amenities; or to support individual or group achievement at a state or national level. No direct benefit will be sought from the Town, however in-direct benefits may eventuate through the voluntarily recognition of the Town by the recipient.

Aims:

The aims of the Town of Victoria Park’s Community Donations Program are:

- To complement the Town of Victoria Park’s strategic objectives;
- The support the following five (5) groups through the donation of a financial assistance:
 1. Welfare, charity and community groups for initiatives or programs which benefit the local or regional community- capped at \$500 per application;
 2. State representation at national level for sport, academic and educational achievement- \$200 per person or \$400 per group of two or more people attending the same event at the same time;
 3. National representation at international level for sport, academic and educational achievement- \$300 per person or \$600 per group of two or more people attending the same event at the same time;
 4. Pre-primary to secondary schools for initiatives which benefit the local community or the amenity of the school- \$500 per application;
 5. School welfare assistance- maximum of two applications per school, per financial year, to support the welfare of students- \$200 per student.

Applications which fall outside of these categories or exceed the maximum donation amounts specified, may be referred to Council for determination.

Ineligibility:

Applicants will be ineligible for a donation where the;

- applicant has an outstanding debt to the Town;
- applicant has failed to submit a satisfactory acquittal for a previous donation;
- application is submitted retrospectively ie: after a project, activity and / or program has already taken place; and

- applicant is a Town employee or an Elected Member.

The Town reserves the right to deny any donation application which conflicts with the Town's Vision, Mission or Values, or which would bring the Town's brand or reputation into disrepute, or at its discretion.

| | |
|-----------------------------|-----------------------------------------------------------------------------------------------------------|
| Responsible Officer: | Manager Community |
| Related Polices: | Nil |
| Related Local Law: | Insert any related local law/s by title or N/A |
| Delegation: | Delegated to CEO – <u>Yes</u> Sub-delegation – <u>Yes</u> |
| Authority: | To be inserted |
| Last Reviewed: | August 2015 |
| Next Review date: | Insert proposed review date (policies to be reviewed every 2 years by the Council or earlier if required) |

| | |
|-----------------------------|-------------------------|
| POLICY NUMBER: | REC6 |
| POLICY TITLE: | COMMUNITY GRANTS POLICY |
| Management Practice: | In draft |
| Delegation: | Chief Executive Officer |

OBJECTIVE:

To increase the capacity of community groups, businesses, clubs and organisations within the Town of Victoria Park, to implement projects, activities and programs that enhance and promote community wellbeing, aligned to the Town’s Strategic Community Plan.

POLICY STATEMENT:

The Community Grants program supports initiatives, programs, projects or events which align to the Town’s Strategic Community Plan, and which deliver measurable social and environmental outcomes.

The Community Grants program is comprised of a range of individual grant initiatives ranging from, but not limited to;

- Creative arts;
- Community safety;
- Healthy communities;
- Community grants; and
- Town team grants.

Aims:

The aims of the Town’s Community Grants Program are to:

- complement and achieve the Town of Victoria Park’s strategic objectives;
- provide financial assistance to local not-for-profit community groups, clubs and organisations to develop and implement projects, activities and programs that enhance the wellbeing of the community;
- strengthen local community capacity and cohesion through capitalising on the strengths and abilities of the community to effectively identify its own needs and to plan, develop and implement innovative solutions;
- facilitate fair, transparent and equitable distribution of community resources and programs through the Town; and
- increase participation and accessibility to a range of quality and innovative programs and activities for the residents of the Town.

Eligibility:

Applicants will be eligible for a grant where the party is;

- a legally constituted entity such as, an incorporated association or not-for-profit organisations;
- community groups and clubs;

- service groups and residents associations;
- parents and citizen (P&C) and parents and Friends (P&F) associations;
- schools (only for projects falling outside the Department of Education responsibilities);
- business groups;
- an individual wishing to seek a grant through an auspice organisation; and
- the applicant has current Public Liability Insurance at the time of the project.

Ineligibility:

Applicants will be ineligible for a grant where the;

- applicant has an outstanding debt to the Town;
- applicant has failed to submit a satisfactory acquittal for a previous grant;
- application is submitted retrospectively i.e.: after a project, activity and / or program has already taken place;
- applicant is a Town employee or an Elected Member.

Approval process:

- Council will provide annual Community Grants Programs each financial year;
- A founding round will be opened once per year, with the possibility of a second funding round dependent upon remaining funds in that financial year;
- Administration will be responsible for operationalising and administering the Community Grants Programs;
- The selection criteria for individual grant initiatives will be made publically available on the Town's website;
- The Town may choose to receive public recognition by the grant recipient, through means as deemed appropriate by the Town; and
- Applications which exceed the capped value of individual grant initiatives will be referred to Council for determination.

The Town reserves the right to deny any grant application which conflicts with the Town's Vision, Mission or Values, or which would bring the Town's brand or reputation into disrepute, or at its discretion.

| | |
|-----------------------------|----------------------------------------------------------------------------------------------------------|
| Responsible Officer: | Manager Community |
| Related Polices: | Nil |
| Related Local Law: | Insert any related local law/s by title or N/A |
| Delegation: | Delegated to CEO – <u>Yes</u> Sub-delegation – <u>Yes</u> |
| Authority: | To be inserted |
| Last Reviewed: | October 2016 |
| Next Review date: | Insert proposed review date (polices to be reviewed every 2 years by the Council or earlier if required) |