

# workshop briefing notes

Community Development Committee



**Community Development Committee  
7 May 2018**

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**9.2 Draft Public Art Strategy 2018 - 2023**



TOWN OF  
**VICTORIA PARK**

# **Public Art Strategy**

**2018 - 2023**

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DRAFT

## 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.

<b>POLICY</b>	<b>REC N 3 Visual Art</b>	<b>Local Planning 29 Percent for Art</b>	<b>Policy ENG12 Graffiti Removal Management &amp; other Local Planning policies</b>	<b>REC N7 Public Policy Art</b>
PLANS	Art Collection Management Plan	Percent for Art Developers Handbook	Mural Arts Plan Commissioning and Maintenance	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 St near Aqualife	\$1,000
Everything is True by Abdul Rahman Abdullah	Kate St Reserve	\$680
Gateaux and Spoon by Andrew Kay	Near Canterbury Tce 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	Cnr Leonard & Albany Hwy	\$340
Conjunction by Andrew Kay	Cnr Archer St and Planet St	\$680
The Reel Street by Mehdi Rasulle	Cnr Albany Hwy and Harper St	\$540
Coffee Conversations by Ian Dowling	Cnr Westminster & Albany Why	\$320
Log Seat by Nils Compton	Archer St	\$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	Cnr Canterbury Tce and Albany Hwy	\$220
Bike by Malcolm McGregor	Cnr Canterbury Tce and Albany Hwy	\$560
Watering Hole by Malcolm McGregor	Crn Basinghall St 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	Vic Park Library	\$2300
Footpath Mosaics	John MacMillan Park	\$180
	TOTAL	\$4,735

**2021-2022**

Artwork/ Artist	Location	Cost Estimates
Networks by Dawn & Phil Gamblin	Vic Park Admin 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 Hwy median strip	TBC
Boola Bidjool by Peter Farmer	Albany Highway	TBC
Penny and Pounder by Greg James	Cnr Duncan St and Albany Hwy	TBC
Bently by Olga Cironis	Hayman and Marquis Rd	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.

- 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.

#### **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 John MacMillan Park as aligned to the Library Park Activation Project

\$100,000 for Victoria Park Drive & Glenn Place Roundabout, Burswood

**Percent for Art Development**

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

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### **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

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## **Year 4: 2021 – 2022**

### **Community Art Reserve**

\$200,000 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**

\$50,000 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

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**9.6 Reserve Usage: Commercial, Community and Youth – Hire Fees and Subsidies – OCM Report December 2000**

## 1.1 Fees for Junior Sports

<b>File Ref:</b>	RES	<b>In Brief</b>
<b>Appendices:</b>	N/A	
<b>DA/BA Ref:</b>	N/A	
<b>Date:</b>	7 December 2000	
<b>Reporting Officer:</b>	N Bonomini	
<b>Responsible Officer:</b>	B Callander	

- The fee structure for ground hire with associated facility charges for junior sport has been reviewed.
- Recommend that the current 25% base rate charge for juniors be abolished.

### **TABLED ITEMS:**

- Letter dated 20 October 2000 from Dr Geoff Gallop, MLA, Member for Victoria Park.

### **BACKGROUND:**

Junior sporting teams have found it increasingly difficult to raise funds required to run their clubs. Reduction and waiving of fees have been sought from the Victoria Park Rovers Junior Soccer Club in the 1999/2000 sporting season. More recently a letter has been received from Dr Geoff Gallop, MLA, Member for Victoria Park requesting that Council provide ground hire and facilities free of charge for junior sporting clubs.

Council currently subsidises junior sport by reducing the base rate by 75%. The base rate is the dollar rate per player per season that is used to calculate the total fee to be charged to a club for hire of facilities for a season.

The criteria and component of the base rate will consist of one, all or only some of the following components:

- reserve use
- number of players per team
- use of changerooms and toilets
- use of meeting/social rooms or clubrooms
- use of kitchen/bar facilities
- floodlights
- utilities

### **DETAILS:**

The encouragement of participation by young people in sport is widely seen as a social responsibility. It is acknowledged that a barrier to participate in sport, in particular with young people is the associated costs.

This issue has been raised by the Victoria Park Rovers Junior Soccer Club which has sought the reduction and waiving of fees during the 1999/2000 sporting season due to financial difficulties. More recently correspondence has been received from Dr Geoff Gallop seeking assistance for junior sporting groups. Dr Gallop states in his letter '*The Club [Victoria Park Junior Football Club] is pleased that the Council has assisted in providing an excellent playing surface at Higgins park and looks forward to the upgrade of the clubrooms there.*

*Unfortunately, however, it is becoming harder and harder to raise the funds required to run the Club. Many of the parents are in the low-income category and there is a limit to what can be raised.*

The Town is home to four junior sporting clubs namely the South Perth Junior Cricket Club, WA Junior Baseball, Victoria Park/South Perth Junior Football Club and Victoria Park Rovers Junior Soccer Club.

The following table illustrates the fee payable by the Junior Sporting Clubs for the summer and winter 2000 season.

Club	No of Teams	No of Players	Reserve Hire Training	Reserve Hire Matchplay	Hire of Clubrooms	Floodlights	Total Cost (Inc 75% discount)
South Perth Junior Cricket Club	4	48	3 Days	2 Days	N/A	N/A	\$792.53
WA Junior Baseball	3	33	4 Days	N/A	N/A	N/A	\$344.85
Victoria Park Rovers Junior Club	12	84	4 Days	1 Day	Yes	7.5 hours per week	\$1219.87
Victoria Park/South Perth Junior Football Club	7	140	4 Days	2 Days	Yes	4 hours per week	\$2078.67
<b>TOTAL COST</b>							<b>\$4435.92</b>

The total hire fees payable by junior clubs in the 2000 winter and summer sporting season totals \$4435.92. In order to support junior sport it is recommended that Council adopts a no fee charge for seasonal junior sporting clubs.

### Legal Compliance:

Fees in the Budget may be amended in accordance with 6.16 of the Local Government Act (1995) with an absolute majority required.

- “(3) Fees and charges are to be imposed when adopting the annual budget but may be –  
 (b) amended\* from time to time during a financial year”

\* Absolute majority required.

### Financial Implications:

A reduction in Operating Revenue totalling approximately \$4,500.00 will need to be reflected in the 2001/2002 Budget.

### COMMENT:

Junior teams have found it increasingly difficult to financially respond to the fees and charges associated with seasonal hire use. There is increasing demands placed on teams including association fees, uniform purchases and umpiring fees. Although some clubs actively fundraise the financial burden in many cases falls on parents who may not be in a financial position to pay the registration and playing fees.

The Town is committed to making a significant and sustainable contribution to the quality of life of the people living within its district through support of a broad range of sport and recreation services, facilities and programs.

It is recommended that junior sporting clubs with non-profit making objectives using Council's sporting grounds not be charged a seasonal ground hire fee or associated costs including clubrooms, electricity or lighting. All junior sporting teams will be advised that no fees will be charged for ground hire and associated use of facilities subject to the Council abolishing the fee.

**RESOLVED OCM 586/00**

**Councillor Nairn moved Councillor Abbotsford seconded**

**That:-**

- 1. junior sporting clubs with non-profit making objectives using Council's sporting grounds not be charged a seasonal ground hire fee or associated costs including clubrooms or electricity.**
- 2. seasonal junior sporting groups and Dr Geoff Gallop MLA be advised of the abolishment of fees for ground hire and associated costs as outlined in (1) above.**

**CARRIED BY ABSOLUTE MAJORITY (9-0)**