

Policy number	Policy 112
Policy title	Visual arts
Strategic outcomes supported	S4 – A place where all people have an awareness and appreciation of arts, culture, education and heritage

POLICY OBJECTIVE:

The purpose of this policy is to guide the Town’s aspirations to be a leader of contemporary visual arts and to further develop the cultural identity of Town of Victoria Park

POLICY SCOPE:

This policy applies to the Town’s visual art collection.

DEFINITIONS:

Nil.

POLICY STATEMENT:

1. The Town recognises the important role played by visual 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 with a specific place.
2. To achieve this cultural aspiration, the Town’s approach to visual arts collection management is driven by a focus on contemporary, quality and professionally significant artwork that elevates the status of the Town as an investor in a culturally-enriched environment that provides a documentation of time. The management of Town’s art collection is in accordance with ‘National Standards for Australian Museums and Galleries’ as the Town facilitates its development as a recognised cultural and artistic hub. Artwork could be acquired Australia wide in contributing to the Town’s art collection.
3. For the Town, promoting and encouraging a significant visual arts education program is key in providing a community engagement with the art collection. This program will provide a clear reflection of Victoria Park, the place and it’s people whilst also creating opportunities to build relationships and educate the community on the investment in the culture and health of the community.

[3.4. The Town may purchase visual art in accordance with Policy 301 Procurement and the relevant procedures.](#)

RELATED DOCUMENTS:

Nil.

