

Policy number	Policy 112
Policy title	Visual arts
Strategic outcomes supported	S4 - Improving access to arts, history, culture and education

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.

Policy definitions:

Visual Artwork: works that are primarily visual in nature and may include painting, prints, drawings, Artist’s books and archival material, photography, sculpture, multimedia and works across other art mediums.

Visual Art Collection: refers to all artworks belonging to and managed by the Town, as listed on the Art Collection register, excluding objects listed in the Town’s History Collection.

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 its people whilst also creating opportunities to build relationships and educate the community on the investment in the culture and health of the community.
4. Any visual art purchased by the Town must be in accordance with Policy 301 – Purchasing and the relevant procedures, unless otherwise resolved by Council.
5. The Town shall maintain an Art Collection register including photographic, location and acquisition records of every artwork acquired by the Town.

6. The Town shall ensure the conservation of the Visual Art collection through:
 - a. appropriate display, storage, management and maintenance;
 - b. regular valuation and insurance;
 - c. recognition as an asset of the Town.

7. The Town shall promote community access to, and appreciation of, the Visual Art collection through a variety of means, including:
 - a. displaying individual artwork at the Town's buildings;
 - b. online access to a digital photographic catalogue of the collection;
 - c. holding a public exhibition of a portion of the collection on a regular basis, at a minimum every 3 years, subject to budget approval.

Related documents

[Policy 301 – Purchasing](#)
[Arts and Culture Plan](#)

Responsible officers	Coordinator Events, Arts and Funding
Policy Manager	Manager Community
Approval authority	Council
Next evaluation date	June 2026

Revision history

Version	Action	Date	Authority	Resolution number	Report number
1	Approved	10/06/2014	Council	-	Item 13.1
1	Reviewed	11/08/2015	Council	-	Item 10.1
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	20/04/2021	Council	78/2021	Item 15.4
5	Reviewed and amended	12/04/2022	Council	73/2022	Item 15.5
6	Reviewed and amended	20/06/2023	Council	125/2023	Item 15.6
7	Administratively amended	24/08/2023	Delegation		