
Guiding Principles for Art in the City of Wanneroo

1 Introduction

1.1 About Wanneroo

The City of Wanneroo has a proud pioneering history, themes of which are often used in artworks commissioned by the City as a way to preserve our cultural heritage.

The City's boundaries are far reaching and cover a variety of landscapes from crystal beaches to wetlands, rural bushland and urban development.

In our rapidly growing environment, the City of Wanneroo is increasingly aware of the benefits of art in the community. The City supports the arts through the provision of public and community art projects, family concerts and art exhibitions. Where possible, the City likes to support and encourage local artists.

1.2 Benefits of Art

- Express local identity and distinctiveness
- Enhance the overall design, visual appearance and personality of a place
- Encourage expression of cultural diversity
- Highlight aspects of social, cultural and natural heritage
- Enhance the quality, character and animation of public places
- Develop community spirit and pride
- Enhance the local economy
- Employment and training opportunities for artists and local businesses
- Encourage innovation in design and manufacture

A well-designed aesthetic environment will create an improved social and economic climate. People care for places that reflect local identity and character. Visitors remember places that are attractive and unique.

1.3 Definitions

Public Art

Public art refers to artworks created by professional artists located in public spaces and buildings other than galleries or museums. It can be in outdoor environments such as parks, sporting facilities, main street precincts, city squares and foreshores or indoor environments such as office building foyers, libraries, hospitals, shopping centres and schools.

Community Art

A community based arts practice or process that involves the collaboration of professional artists and communities to create art. Community Art projects aim to express a communities' identity as well as having artistic outcomes.

They usually involve one or more artists facilitating and coordinating community member's creative expression. These projects can be in any medium from either the visual or performing arts.

Visual Arts

Visual art involves the use or manipulation of materials to create an image or object. It includes painting, drawing, sculpture, printmaking, photo-media, ceramics, glass and fibre-arts.

Performing Arts

Performing arts involves the dynamic use of movement and sound and is performed in the moment. They include live dance, music and theatre.

Community

Community is a group of people who share a common interest or a sense of unity. A community may be formed by geographic location; common cultural background, age, race, political beliefs or they may share an activity or interest such as sport or the environment.

Professional Artist

A professional artist is one who identifies themselves as such on the basis of skills and experience; is accepted by the arts industry as a professional, but may or may not derive an income from their artwork.

Art Collection

The City of Wanneroo Art Collection contains all types of artwork including paintings, prints, photographs, ceramics, aboriginal artefacts, metalwork and sculpture. The Art Advisory Committee makes recommendations for purchases each year based on the criteria set out in the Art Collection Policy. All artworks are by Western Australian artists. The Art Collection is a cultural and financial investment for the City.

Culture

Culture is the way people live their lives. This includes how people think and behave, their values, the relationships that are important to them and the activities they choose to do.

Many factors can influence the culture of a community, including the environment in which people live and socio demographic factors such as age, gender, education, income and place of birth.

Ephemeral Art

Art that is transient or temporary, including billboards, multi media installations, lighting and projected images, street banners, temporary installations and performing arts including dance, performance, music and drama.

Percent for Art

The Percent for Art Scheme is a State Government strategy for including art in capital works projects. Since 1993, civic buildings from the state's capital works list with a total cost exceeding \$2M are considered for a Percent for Art component where up to 1% of the total budget can be allocated to commission WA artists to create public artworks. This scheme is not compulsory and is administered by the Department of Housing and Works. Council has developed a similar model for its capital works projects.

2. Guiding Principles

2.1 Aim

Guiding Principles for Art in the City of Wanneroo will provide a framework for involving art in Council business; enhance the cultural aspects of the City and ensure that art is considered in the planning and design of our built and natural environment.

2.2 Values and Principles

In developing these values and principles the City of Wanneroo:

- Demonstrates its support for the arts
- Acknowledges the role of the arts and community cultural development in facilitating economic growth
- Supports the traditional role of the artist as commentator on social and philosophical issues
- Values the skills, experience and creative vision of professional artists in contributing to a creative, inclusive and vibrant community.
- Will provide opportunities for the community to participate in the creation of artworks through involvement in community art projects and the planning of public art projects.

2.3 Objectives

The Guiding Principles for Art in the City of Wanneroo aims to ensure that art is:

- Of high artistic and technical standards
- Diverse in art form and approach
- Is supportive of local artists where possible
- Well maintained, interpreted and promoted
- Enjoyed, understood and appreciated by residents and visitors
- Responsive to the culture and characteristics of the community
- Integrated with urban design objectives where applicable

2.4 Role

The City of Wanneroo is able to play an active role in developing the arts in the City. The major roles the City of Wanneroo in developing the arts are:

Policy and Planning

This role involves the City of Wanneroo in identifying and responding to the needs of the community and providing a framework for setting priorities and implementing strategies to address these needs. Policy and planning provides a transparent process to enable the community to understand the City of Wanneroo's decision-making and action in relation to the arts.

Advocacy

Promoting the benefits of art is crucial to encouraging the private sector and different communities to initiate their own projects. The City of Wanneroo will encourage the private sector to include art in the natural and built environment.

Leadership & Coordination

At times the City of Wanneroo will provide active leadership in order to facilitate artistic development that will benefit the Wanneroo community. Coordination involves providing links between organisations and the development of joint projects and partnerships.

Service Provision

The City of Wanneroo will be active in providing opportunities for the community to participate in the arts including but not limited to:

- Coordinate community and public art projects.
- The City of Wanneroo Annual Art Awards
- Management of the City's Art Collection including maintenance, restoration, purchasing and display. (See: Art Collection Policy)
- Provide opportunities for local artists to exhibit their work in a local setting.
- Look at the feasibility of an Art Centre for the City of Wanneroo.

2.5 Policies Relating to this Document

Under this Art Statement, is a number of sub policies relating to specific areas of art including:

- Art Collection Policy
- Public Art Policy, including Percent for Art (under development)
- Community Art Policy (draft)

Acknowledgements

- Hastings Council – Living Environments Art in Public Places Policy
- Australia Council – Community Cultural Development website 2003
- City of Fremantle – Making Space Creating Place – Artworks in Public Places Strategy October 2001
- ArtsWA – Arts Development Policy (Draft June 2003)