

Public Art Policy

<i>Policy Owner:</i>	Community Development
<i>Distribution:</i>	All Employees
<i>Implementation:</i>	01 November 2005 (Resolution No. CD01-11/05)
<i>Reviewed:</i>	30 June 2009 – Item No. CD06-06/09
<i>Scheduled Review:</i>	June 2011

1. Objective

This policy will ensure that Public Art is:

- a) **Considered for major capital works projects conducted by the City**
- b) **Of high artistic and technical standards**
- c) **Diverse in artform and approach**
- d) **Improves the aesthetics of the given locale**
- e) **Supportive of local artists where possible**

2. Statement

Public art is in our everyday environment and can create a unique sense of place and enhance community ownership of places. Public art has a number of benefits including improving the attractiveness and functionality of the built environment, to produce landmarks that act as focal points and icons for the City, recognising local heritage and contributing to cultural tourism.

In endorsing this policy, the City formalises its commitment to providing a diverse range of quality artworks in the public domain.

Accordingly the City will:

- a) **Ensure that selected capital works projects dedicate 2% of the total budget to public art commissions.**
- b) **Encourage developers to include appropriate public art in their projects.**
- c) **Assist local artists in gaining skills and experience to undertake public art commissions.**
- d) **Promote and provide information on public artworks to the general public.**
- e) **Ensure artist(s) are correctly acknowledged through labelling of work and acknowledgement in publicity material.**

3. Definition

Public art means artwork created by professional artists and located in public spaces or buildings other than galleries or museums.

It can be in outdoor environments such as parks, sporting facilities, streetscapes, town squares and foreshore areas or indoor environments such as office building foyers, libraries, hospitals, shopping centres and schools.

4. Guidelines

4.1 Management

The City will manage Public Art by:

- a) Ensuring the proper coordination of public art commissions either in-house or by external coordinators.
- b) Ensure that artworks are properly maintained and promoted.
- c) Maintain a register of public artworks.
- d) Ensure artworks are correctly labelled, identifying the artist(s).
- e) Annually adopt a schedule of agreed projects that will include public art. This will be undertaken as part of the review and adoption of the 5-year capital works program.

4.2 Percent for Art

Based on the principals of the State Government policy, the City of Wanneroo will dedicate 2% of selected capital works project budgets to public art commissions. This 2% is to be for the direct commissioning of works. Public artworks can also include elements of community involvement.

4.3 Identification of Projects

At the start of each financial year the City will identify infrastructure projects suitable for public art commissions. At the earliest possible design stage, the Arts Development Officer will identify possible locations and themes for an artwork in consultation with the project coordinator and any key stakeholders.

The Arts Development Officer will coordinate most public art commissions at the discretion of the Director Community Development. Where resources preclude the Arts Development Officer from undertaking the project an external public art consultant may be appointed.

4.4 Local Artists' Skills Program

In its commitment to developing local artists' skills, where appropriate the City will appoint a local artist to assist the commissioned artists throughout the project. This will allow the local artist to gain skills and understanding of public art commissions.

This program will benefit local artists by providing them with the opportunity to gain skills and experience necessary to undertake future commissions. The City will benefit by having suitably qualified artists with local insight who can undertake local commissions.

5. Application

This policy applies to the following entities:

- a) Council Officers**
- b) Art Advisory Committee**
- c) Artists and the community**
- d) Private developers**

6. Responsibility for Implementation

Director Community Development