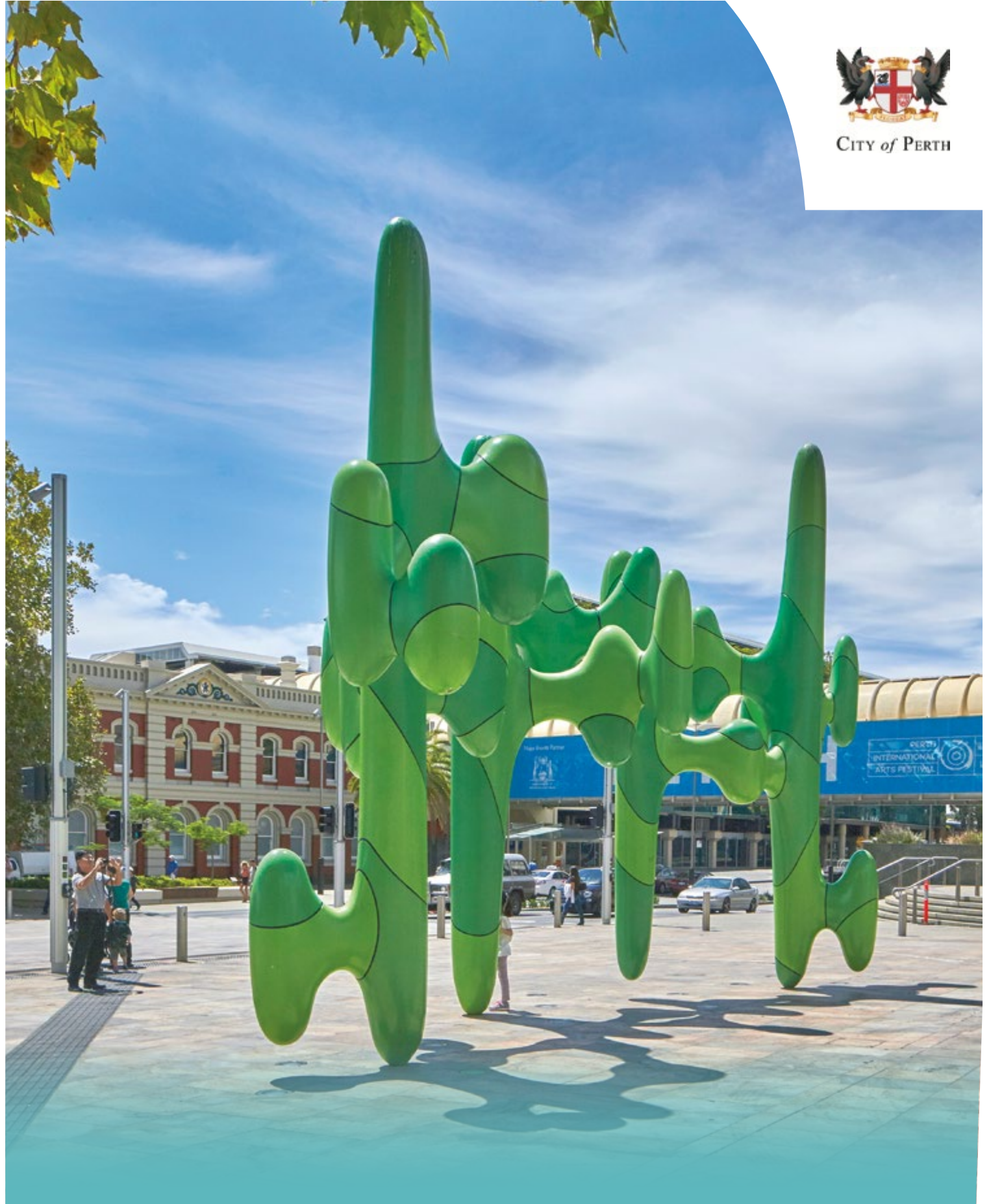




CITY of PERTH



CITY OF PERTH
PUBLIC ART STRATEGY

A pdf version of this document and its associated Appendices can be viewed and is available for download from the City of Perth website (www.cityofperth.wa.gov.au). The documents can also be made available in alternate formats by calling +618 9461 3333 or emailing info.city@cityofperth.wa.gov.au.

Copyright © 2015

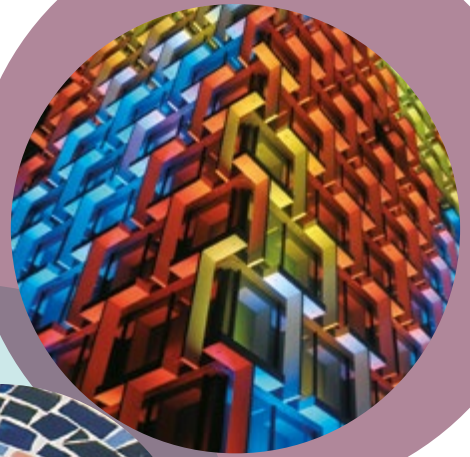
ISBN 978-0-9808513-7-3

While the City of Perth makes every effort possible to publish full and correct credits for each work included in this volume, errors of omission and commission may sometimes occur. For this we are regretful, but hereby must disclaim any liability.

City of Perth
27 St Georges Terrace,
Perth WA 6000
GPO Box C120,
Perth WA 6839

Contents

2	Lord Mayor's Foreword	
3	Introduction	
5	Vision Statement	
6	Public Art in Perth: A History	
8	Strategic Objectives for Public Art	
9	Public Art Focus Areas and Programs	
	Focus Area: Enduring Art	10
	Focus Area: Art Interventions	14
	Focus Area: Public Art Development	16
20	Funding	
	City of Perth Funding	20
	External Resourcing for Public Art	20
20	Public Art Administration	
21	Organisational Context	
23	Glossary and Definitions	



Lorenna Grant, *The Arch*, 2010, steel and aluminium, intersection of James and Lake Streets, Northbridge.

Lord Mayor's Foreword

Perth's transformation has been faster and more exciting than many would have ever hoped or believed possible.

The City of Perth has a key role to play in realising the potential that is presented by this dramatic change. A New City of Perth via a rigorous internal self analysis and re-organisation is being shaped so we can continue to be a leading agent of positive change for Perth and our community, as we deliver local government core services with efficiency and improved customer service.

The City has a track record of providing strong support for arts and cultural practitioners, fostering events and inspiring our creatives in Perth. The New City of Perth sees an expansive horizon for arts and culture to continue to capture the imagination of people and to ensure the world sees Perth in a new light and recognises our growth and evolution. In so doing we also give expression to the diverse and exciting aspirations of our community.

Public art is a key component of this, as works of public art share public spaces with all of the people who live, work and visit our city. Through public art a unique and stimulating exchange and engagement is established between artists and audiences that may at different times delight or provoke but always stimulate the senses.

Liveable cities are those that achieve a balance between providing a nurturing and encouraging environment for fledgling talents, and being bold enough to back ambitious and innovative enterprises at scale and smart enough to support traditional needs too. A city such as ours can and should have it all. I believe that public art is a great vehicle for us to show that Perth is a fertile place for home grown artistic talent, and that our doors are also open and equally as welcoming to a two-way exchange in art of international standing.

2015 is an exciting year in Perth's arts and cultural life. Unprecedented numbers of people surged into the city to see Royal de Luxe's *Giants* as part of the Perth Festival and other events are drawing in and engaging international artists and locals alike. New developments at Elizabeth Quay and Perth City Link bring with them new public art commissions with unprecedented pride and enthusiasm.

I am proud to say that the City of Perth's Public Art Strategy articulates a vision, direction and commitment to public art in the City and aims to be an integral part of the excitement and energy surrounding today's arts and culture. This Strategy builds on past successes in public art and is a vital step to guiding the delivery of inspiring and engaging public art for the benefit of present and future stakeholders in Western Australia's capital city.



**The Right Honourable the Lord Mayor
Lisa M. Scaffidi**



Introduction

Public art is a unique form of cultural expression that may take the form of long lasting works that become enduring features of the city. Public art can also occupy and intervene in the city's spaces for shorter periods of time, offering changing, multi-sensory experiences and new encounters that add to the vitality and attractiveness of our city. Public art, whether enduring or temporary, is created by artists for sites in the public realm.

Unlike many artistic works, public art is not kept in a museum or gallery, or performed in a theatre or concert hall, it is accessible at no charge, and it engages with all people in the city spaces where they live, work and play. These distinctive characteristics offer great opportunities for artists to:

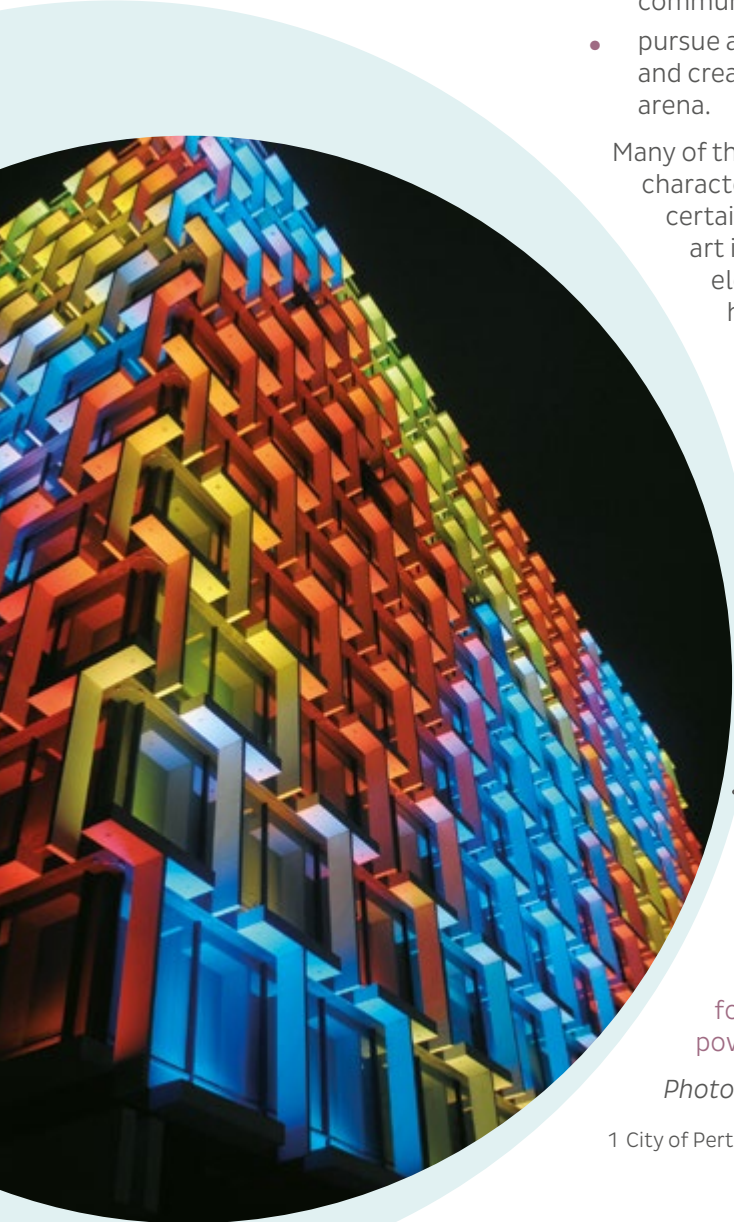
- positively influence and shape the experience of the city's built environment;
- enhance the global identity of the city;
- provide a source of pride and identification for our community; and,
- pursue artistic innovation and creativity in a challenging arena.

Many of these same characteristics also represent certain challenges. Public art is exposed to the elements and to all the hazards of urban life and so does not last forever.

The audience for public art is inclusive and diverse in tastes and consequently public art can ignite debate as easily as it inspires appreciation. These challenges offer their own opportunities, to:

- value and conserve our cultural heritage, whilst adapting to and maintaining relevance in an evolving cultural and urban landscape; and,
- encourage dialogue and debate about public art and the city to improve cultural vitality and community engagement.

The City of Perth Public Art Strategy outlines the City's approach to public art in the lead up to Perth's bicentenary in 2029. This strategy aims to inform the development of public art for the City of Perth, to ensure it "is recognised internationally as a city on the move and for its liveability, talented people, and centres of excellence and business opportunities."¹ The City of Perth seeks to provide works of public art that deliver memorable experiences and draw visitors and tourists into the city. Public art is also a key amenity for people who choose to live and work in the city.



Trevor Richards, *Lighthouse*, 2013, LED Lights, Council House, Perth, June 2013

In 2013 the City of Perth commissioned Western Australian artist, Trevor Richards, to work with Sean McKernan to program lighting sequences that translated the artist's distinctive colour field work, making the façade of Council House into a city-scale canvas. This temporary public art installation demonstrates the scope that exists for public art to creatively utilise existing features to realise powerful and engaging works.

Photo: Neil Wallace

¹ City of Perth, 2013, Strategic Community Plan: Vision 2029+, section 4.4, p 19.



The City of Perth recognises public art plays a key role in supporting a healthy and active community, reflecting and celebrating our city's diversity and making it possible for people to access art in the city. Our city's public art reflects and communicates our unique identity.

Through its flexible and sustainable approach to the delivery of excellence and innovation in public art initiatives, the City of Perth is able to demonstrate leadership as a capable and responsive organisation, which is engaged in a meaningful and contemporary way with its community.



Photo: Greg Hocking

Tony Jones and Ben Jones, *Eliza*, 2007, Bronze, Swan River near Mounts Bay Road, Crawley

Western Australian artists, Tony and Ben Jones were commissioned by the City of Perth to create the iconic *Eliza* for the site of the Crawley Baths on the Swan River. An engaging work in its own right, it has become interactive in ways that neither the artists nor the City had anticipated. *Eliza* is regularly dressed with items of clothing and signs, demonstrating that when people identify with and adopt public art, their responses can give such works a life of their own.

Vision Statement

Public art will showcase Perth's unique identity, diverse community and cultural heritage, and encourage residents and visitors alike to explore and realise new ideas in our exciting urban landscape.

Principles

Public art in the City of Perth:



1 Will acknowledge all Western Australians as stakeholders in the capital city community and the City will work in partnership and collaboration to deliver public art that creates a sense of ownership, identity and pride in the city.



2 Will engage and include the City of Perth's diverse community, irrespective of age, ability, social or cultural background.



3 Will acknowledge and celebrate Aboriginal culture, storytelling and traditions, in consultation with our Aboriginal community.



4 Will uphold artistic freedom and encourage commentary and debate as a sign of a healthy and engaged community.



5 Will contribute to creating an internationally recognisable identity, attracting visitors to the city and delivering both direct and indirect economic benefits.



6 Will showcase the best of contemporary Western Australian, Australian and international art, encouraging new ideas and the application of new technologies and approaches, delivering public art of the highest aesthetic and fabrication standards.



7 Will be preserved and promoted as a valuable resource for the community, and managed and developed sustainably and responsibly in accordance with the City's asset management policies and industry standards.

The alignment of these principles with the City of Perth's Strategic Community Plan 2029+ is shown in Appendix A. All appendices are available for download from the City of Perth website.

Public Art in Perth: A History

The City of Perth has many cultural attractions permanently on offer within its boundaries, including key performing arts venues, libraries, art galleries, the museums, a range of successful arts and cultural events, public artworks and a number of memorials and monuments throughout the city.

Public art has experienced a significant evolution since its early beginnings, and has come to play a more significant and integral role in urban planning and cultural life. Internationally, public art has been seen to:

- emphasise human perspectives and experiences in contrast to the hard edges of modernist architecture and urban infrastructure;
- give form to collective memory and community in place making;
- play a key role in reflecting the identities of contemporary cities as culturally vibrant destinations; and,
- encompass a whole range of practices and approaches beyond installations of sculpture and murals, including socially engaged practices and temporary and ephemeral works.

Enthusiasm for public art in Perth has grown since 1989 when the State Government introduced a percent for art scheme, the first of its kind in Australia offering allocation of funds for public art. The City's collection is diverse and its works have varied provenance². It includes works commissioned by the City of Perth and also works commissioned by other agencies and entities that have been accepted into the City's collection for ongoing care.

While the City of Perth has initiated and delivered a number of public art projects and programs, and partnered with others to do so, this strategy is the formal expression of the City of Perth's vision for and commitment to public art. This strategy delivers on a key initiative identified for arts and culture in the City's Corporate Business Plan 2014–2018, and comes at an exciting time for public art in Perth, with many new projects planned for integration into new developments.

However, challenges remain, including:

- improving collaboration with public and private partners;
- managing the diversity of the existing collection sustainably, and shaping the collection into the future; and,
- delivering a wide range of public art projects and programs across the whole of the city that are sensitive and responsive to the needs and opportunities associated with each site³.

Russell Sheridan, *Dog*, 1998, Timber, Old Belvidere Promenade, East Perth

This carved timber dog by Western Australian artist Russell Sheridan is one of four along Belvidere Promenade in East Perth 'guarding' a sculpture of a balancing 'diver'.

These works are among a number commissioned by the East Perth Redevelopment Authority in the 1990s. The sustainable management of these older works and of new public art within new developments is a priority for the City of Perth.



² See chart at Appendix E.2. All Appendices are available for download from the City of Perth website.

³ See Appendix E.2 for a map showing the locations of the City's existing public art.

All appendices are available for download from the City of Perth website.

There is significant opportunity in the City of Perth to:

- give the Aboriginal community more prominent representation within the City of Perth's Public Art Collection and programming;
- focus on a more considered approach to the distribution of the public art so that all people have equal opportunity to access it;
- ensure commissions reflect the richness and diversity of Western Australian artistic practice by actively seeking out competitive submissions from as many artists as possible; and,
- work collaboratively across the whole of the organisation to achieve the City's vision and objectives for public art.



Jenny Dawson, Miv Egan and Sandra Hill, *Charnock Woman (Detail)*, 1996, Ceramic Mosaic, Eastern Observatory, Victoria Gardens, East Perth

Noongar artist Sandra Hill collaborated with Jenny Dawson and Miv Egan on this contemporary depiction of a traditional Noongar story. This work is one of six Aboriginal artists in the City of Perth's Public Art Collection, four of which are sited in Victoria Gardens and were commissioned by the East Perth Redevelopment Authority. New projects that acknowledge and celebrate Aboriginal culture across the city present key opportunities for the development of public art in our city.

Strategic Objectives for Public Art

The City of Perth's Strategic Objectives for public art are listed below. These objectives will be met through the implementation of the City of Perth's public art programs, and the associated actions and outcomes are detailed in the following sections detailing the focus areas and programs.

1

Document and manage works of public art owned by the City of Perth, employing industry best practices to maintain and develop a public art collection of quality and significance.

2

Continue to pursue and expand programs that include public art as an integral part of urban development within the City of Perth.

3

Refine and expand a people friendly City of Perth by using public art to create beautiful and surprising environments that enhance the visual quality of the city.

4

Invite more people into the City of Perth by developing and supporting dynamic art interventions programs to create surprising and exciting experiences in the city's public spaces.

5

Promote private sector participation in public art through investigating the development of public art initiatives for developers.

6

Develop strategic partnerships and work collaboratively with external public art providers to enable the City of Perth's support for public art to become more dynamic and ensure high quality outcomes throughout the city.

7

Devise flexible programs and responsive mechanisms to support the Western Australian creative community's provision of high quality public art experiences within the City of Perth.

8

Develop a strategic approach to promoting and making the City of Perth's public art more accessible through development and management of relevant communications tools.

Appendix B indicates the relevant research which has informed the development of these objectives. All appendices are available for download from the City of Perth website.

Public Art Focus Areas and Programs

All of the City of Perth's public art is delivered and managed within the scope of three broad focus areas, **Enduring Art, Art Interventions** and **Public Art Development**. The diagram below indicates the focus areas, the specific public art programs that are associated with each, and the plans which they inform.

Each of the focus areas and associated public art programs have been developed to help the City of Perth address the strategic objectives for public art.



Focus Area: Enduring Art

These features of the city's landscape provide a legacy for the future and maintain a link with the past. Works are maintained and procured as Public Art Assets of the City of Perth in accordance with the City's policies.

The City's strategic focus on enduring art will ensure that the City of Perth's Public Art Collection will grow to become a world class collection befitting a capital city, to make public art accessible and to manage enduring public art sustainably for future generations.

This focus area comprises two key programs, **Collection Development** and **New Commissions**, each of which is detailed below.

James Angus, *Grow Your Own*, 2011, Cast and Painted Aluminium, Forrest Place, Perth

In 2009 artist James Angus, originally from Western Australia, won the State Government's *Situate* sculpture competition which at that time was the largest public artwork commission in Western Australia's history. Since 2011 the work has occupied a prominent site in Forrest Place, where it is a striking contemporary landmark. Colloquially known as 'The Cactus', this work is a sometimes controversial but undoubtedly iconic piece in the City of Perth's Public Art Collection.

Photo: Brad Serls



Enduring Art: Collection Development

The Public Art Collection is a valuable public asset for the City of Perth. Management of its existing collection is an established function and responsibility of the City of Perth and the City will seek to take a lead role in shaping and preserving a world class collection. The City will expect and maintain industry standards for all public art and the services that it delivers to our community and visitors to the city.

The City of Perth will ensure the quality of its public art through regular audits and evaluations of the collection that will inform sustainable maintenance and conservation, and deaccessioning with due process to ensure the collection remains relevant and sustainable.

1

Strategic Objective 1

Document and manage works of public art owned by the City of Perth, employing industry best practices to maintain and develop a public art collection of quality and significance.

Strategies for Delivery:

- 1.1 Seek to employ industry best practices to manage the sustainable conservation of the collection.
- 1.2 Work to effectively collect and manage detailed information about the works in the collection.
- 1.3 Plan to undertake regular audits and reviews of the collection to maintain high standards.

Outcomes:

Preservation of the Public Art Collection so that it is accessible to the community, present and future.

Preservation of artists' moral rights and freedom of expression.

Provide an information base for the purposes of research, collection management, interpretation and promotion.

Development of a world class collection for Western Australians, which is a source of pride in our capital city.

Sir George Frampton, *Peter Pan (Replica)*, 1927, Bronze, Queens Park, East Perth

This was the last of only six replicas worldwide, cast from the original model for the famous sculpture in Kensington Gardens, London. It was commissioned shortly before the artist's death by the friends of the Rotary Club of Perth and was presented as a gift to the children of Perth. This work was at the technical pinnacle of cast bronze sculpture in its time, and it is an artwork of international significance that is made accessible to the public through the City of Perth Public Art Collection.

Photo: Greg Hocking



Enduring Art: New Commissions

Public art is a valuable cultural resource for the City of Perth as: embodiments of stories and prompts for discussion; inspiring and distinctive features and landmarks for the city; a source of pride and identification for communities; an accessible means for the public and artists to interact; and art assets of significant social, historical, cultural and economic value.

New commissions of enduring public art enable the City of Perth to build on the capacity of its collection to perform all of these functions for the community of residents, workers and visitors. New commissions also enable the City to adapt and respond to change in a dynamic urban environment, addressing needs arising and seizing new opportunities to enhance the built environment for the benefit of all. New enduring works will be commissioned in order to:

- enhance and restore the value of the Public Art Collection in alignment with the City's strategic planning;
- deliver public art with the City's capital works; and,
- deliver public art in association with projects and developments initiated by external agencies in the city (some of these works may come into the City's collection as contributed assets).

2 Strategic Objective 2

Continue to pursue and expand programs that include public art as an integral part of urban development within the City of Perth.

Strategies for Delivery:

- 2.1 Plan to implement a Percent for Art Scheme for the City's capital works projects.
- 2.2 Seek to involve public artists early, and in different ways, in the City's urban development initiatives.
- 2.3 Work to establish clear guidelines to ensure that public art aligns with the City's strategy and vision.
- 2.4 Work to establish a Public Art Reserve to support new commissions of enduring art.

Outcomes:

- Integrate public art in the development of the City's capital works, enhancing the urban environment and delivering multiple benefits to the community and artists.
- Ensure that public art is an integrated element of urban design and not a retrospective addition.
- Demonstrate the City's leadership and commitment to public art as an example to be followed.
- Provide a mechanism for allocated funds to accumulate, facilitating large budget commissions of enduring art.

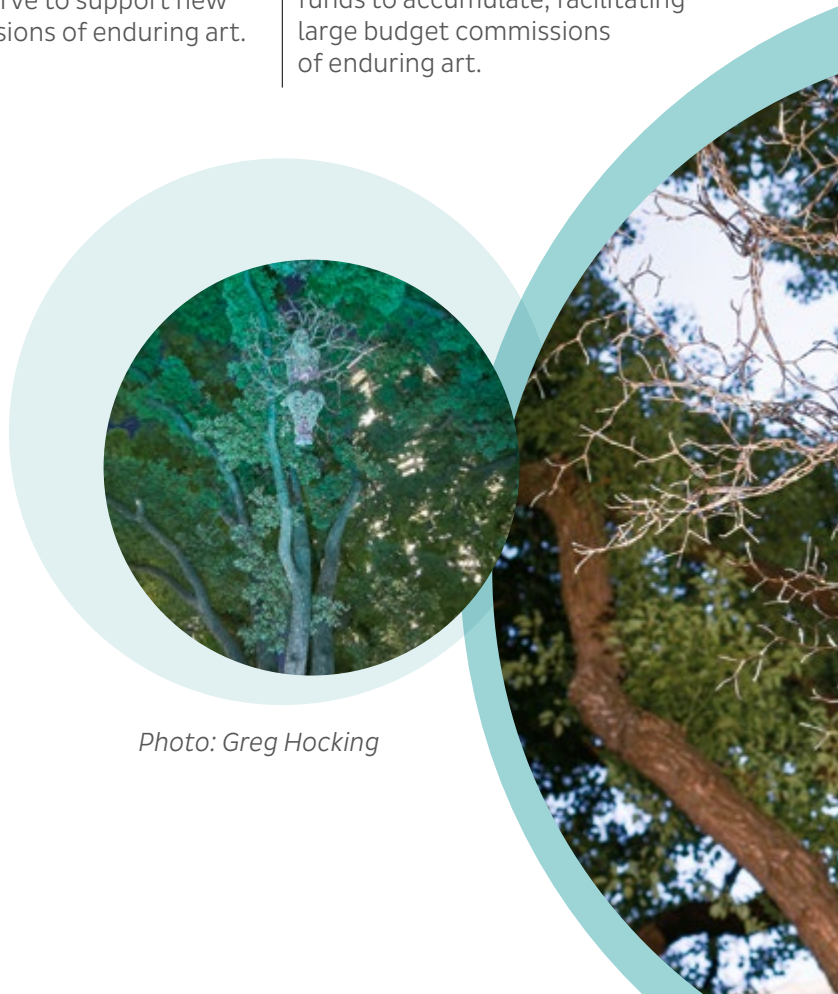


Photo: Greg Hocking

3

Strategic Objective 3

Refine and expand a people friendly City of Perth by using public art to create beautiful and surprising environments that enhance the visual quality of the city.

Strategies for Delivery:

- 3.1 Seek to commission new works of public art to strategically address gaps in the existing collection.
- 3.2 Develop a Public Art Master Plan in alignment with the City's Urban Design Framework to guide public art projects within the City's boundaries.

Outcomes:

- Provide equal opportunity to access public art within the city.
- Enhance the multi-dimensional value of the Public Art Collection for the community and the City of Perth.
- Ensure that the Aboriginal community has a voice and a presence in the City's enduring public art.
- Provide a city-wide, strategic approach to implementing public art to enhance the urban environment for the community.



Simon Gilby, *Untitled*, 2011, 316 Stainless Steel and Pewter, Florence Hummerston Reserve, Perth

Western Australian artist Simon Gilby was commissioned to create an artwork to enhance the Florence Hummerston Reserve at the western end of St George's Terrace. In this rare reflective and still space in the midst of the city's bustle the sculpture hovers lightly and quietly and awaiting discovery in the tree canopy. It shows how new commissions of public art can enhance the experience of public spaces in subtle and surprising ways.

Photo: Brad Serls

Focus Area: Art Interventions

Art interventions may include temporary and ephemeral artworks such as, but not limited to: murals, short term sculptural and installation works, performance and conceptual works, experimental works exploring new mediums and approaches, and short term works using light, sound or new technologies. Art interventions may also take the form of public art events such as, but not limited to: artist talks, symposiums, festivals and curated programs of performance art and installations.

The City's strategic focus on short-term public art adds an extra dimension to the public realm, transforming places and providing passersby with engaging art experiences, interrupting city life as we know it, in a good way. Temporary and ephemeral works of public art and public art events provide dynamic opportunities for diverse artists and communities to intersect and interact in the city's public spaces.

Art Interventions enhance the vibrancy of the city's spaces through providing opportunities for the public to encounter artists'

creativity and innovation in different and unexpected places, engaging people of all ages, abilities and cultural backgrounds.

The City of Perth will also explore the development of public art events, such as curated programs of temporary and ephemeral public art, and complementary performances, discussions, interactions and social events. Bringing together a diverse range of creative projects, activities and events within a short period will draw people into the city and help to maximise the impact of public art.



**Laurel Nannup, *Red Tail and White Tail Cockatoos*, 2012,
319-321 William Street (cnr Newcastle Street), Northbridge.**

Noongar artist Laurel Nannup worked with Stephen Genovese on this striking mural depicting red and white tail, black cockatoos. This work was commissioned through the City of Perth's Wall Inc. program which invites established Western Australian studio artists to produce new work on walls in public spaces. This temporary public artwork program greatly enhances the aesthetic qualities of inner city sites, and has helped to address issues in graffiti hot spots, as well as connecting artists and community.

Art Interventions : Temporary and Ephemeral Public Art

Temporary public art projects deliver outcomes that occupy sites for a limited period of time, usually less than 12 months, whilst ephemeral public art projects have a still more fleeting presence on site, or are works in which dissipation and decay is an intended part of their life cycle. Being impermanent, the City's temporary and ephemeral art program can strategically support a broad range of projects which are experimental, encourage community involvement, and provide opportunities for younger and emerging artists.

4

Strategic Objective 4

Invite more people into the City of Perth by developing and supporting dynamic art interventions programs to create surprising and exciting experiences in the city's public spaces.

Strategies for Delivery:

- 4.1 Develop diverse and engaging temporary and ephemeral public art programs for implementation.
- 4.2 Plan to review and evaluate existing art interventions and events to identify new opportunities.

Outcomes:

- Provide changing experiences in the city, enhancing the vibrancy of the urban environment.
- Creatively involve and engage artists, communities and businesses to activate public and privately owned sites.
- Attract people into the city, delivering multiple benefits to community.
- Provide a city-wide, strategic approach to implementing art interventions to enhance experiences of the city for the community.



Emma Lashmar, Carla Adams, I.n0jaQ, Lisa Max, Lauren McCartney, Light Lockers Exhibition 11, March-June 2014, Grand Lane, Perth

The Foodchain Light Locker Art Space is an initiative of the City of Perth established in 2011 and situated in Grand Lane among mural commissions for Forgotten Spaces, the City's laneway enhancement strategy. Emerging artists are nominated by peers on a rotating basis to develop work for temporary public display in illuminated cabinets. Public art programs such as the Light Lockers Art Space provide the City of Perth with opportunities to involve and showcase a wide range of local artistic talent.

Photo: Natalie Blom

Focus Area: Public Art Development

The City's strategic focus on the development of public art within the city, is pursued through three programs; partnerships, responsive resourcing and communications. The City's investment in these programs will contribute to growing opportunity, interest and capacity in public art, and address some of the constraints on both supply and demand in Perth.

Overall, the Public Art Development focus area seeks to broaden the horizons for public art in the city through strategic support of organisations (partners) and individuals (artists) with whom the City of Perth can collaborate to realise outstanding public art outcomes now and into the future. This focus area also seeks to actively raise awareness of the public art experiences on offer within the city and to build the profile of the City's Public Art Collection and programs.



**Charlie Smith and Joan Walsh-Smith,
Kangaroos, 1998, Bronze,
St George's Terrace near Stirling Gardens, Perth**

In the late 1990s, the City of Perth and the State Government of Western Australia worked together on the Perth: A City for People program, which demonstrated the increased dynamism and impact delivered through partnership on public art projects. The program's streetscape enhancements included these oversized kangaroos by the Smith Sculptors (Charlie Smith and Joan Walsh-Smith), giving native fauna a renewed presence in the city centre. These sculptures are very popular with visitors.



Public Art Development: Partnerships

Many stakeholders, public and private, have vested interests within the City of Perth Local Government Area (LGA). Effective and collaborative working relationships with these many stakeholders are key to achieving good public art outcomes for the City of Perth and its community. Where collaborations and partnerships are successful, combining resources can result in improved outcomes. In particular, the City of Perth’s cooperative partnerships with the Perth Public Art Foundation, and with the Metropolitan Redevelopment Authority, are vital to realising the City’s long and short term visions for public art, and support asset management, conservation, curatorial process and resourcing.

5 Strategic Objective 5 Promote private sector participation in public art by considering the development of public art initiatives for developers.

Strategies for Delivery:

- 5.1 Investigate the amendment of Planning Scheme No. 2 to include a Percent for Art Scheme for Private Developers.
- 5.2 Work to establish clear guidelines to ensure that public art aligns with the City’s strategy and vision.

Outcomes:

Enhance aesthetic appeal of developments within the city, delivering benefits to the community and artists.

Support a city-wide, strategic approach to implementing public art to enhance the urban environment for the community.

6 Strategic Objective 6 Develop strategic partnerships and work collaboratively with external public art providers to enable the City of Perth’s support for public art to become more dynamic and ensure high quality outcomes throughout the city.

Strategies for Delivery:

- 6.1 Promote partnership with the Perth Public Art Foundation and the Heirisson Island Sculpture Park Inc.
- 6.2 Seek to build relationships and establish protocols for liaison with external stakeholders in delivering public art.

Outcomes:

Provide support for the City’s vision for public art, through philanthropy and business partnership.

Support a city-wide, strategic approach to implementing public art to enhance the urban environment for the community.

Ensure high standards and sustainability of public art within the City of Perth.

Anne Neil, *Memory Markers*, 2006, Cast Marine Grade Aluminium, Supreme Court Gardens, Perth

This work was commissioned by the City of Perth Art Foundation in partnership with the City of Perth. Western Australian artist Anne Neil developed the distinctive form of this work based on the history of the site and Stirling Gardens’ nostalgic references to English heritage. The “Nibs” have a powerful and intriguing presence, day and night, inviting and rewarding closer inspection, of both the artwork and the gardens.

Photo: Greg Hocking



Public Art Development: Responsive Resourcing

The development of a program of responsive resourcing for public art will provide the City of Perth with a flexible funding stream that could be targeted in support of smaller scale public art projects initiated by artists, curators and/or with the involvement of the community. This program could encourage collaborations involving artists in urban design projects and architecture, and support the professional development of artists new to public art. The City’s investment in these areas would build capacity in Western Australian public art by enlarging the pool of experienced public artists, and incentivising projects initiated by others within the City.

7 Strategic Objective 7

Devise flexible programs and responsive mechanisms to support the Western Australian creative community's provision of high quality public art experiences within the City of Perth.

Strategies for Delivery:

- 7.1 Investigate areas of need and opportunity for responsive resourcing of public art initiatives.
- 7.2 Develop responsive resourcing programs for implementation, addressing identified needs and opportunities.

Outcomes:

- Ensure that the City's programs are responsive and provide targeted support where needed.
- Provide programs and mechanisms that help build capacity within public art in Perth and Western Australia.



Kyle Hughes-Odgers, *This Wall Talks*, 2012, Aerosol and Acrylic Paint, Lock Lane, Northbridge

An opportunity presented by the Office of Crime Prevention's State Graffiti Fund grants scheme led to this responsive and collaborative project delivered by the City's Youth arts projects arm, Foodchain, and the William Street Collective. This mural by Western Australian artist Kyle Hughes-Odgers (aka Creepy) was a key outcome of the project, others included light boxes and a short film documenting the evolution of the mural which was shaped by community input and engagement through workshops with young people in the city.

Public Art Development: Communication

Taking a strategic approach to promoting and providing accessible information about the City of Perth’s Public Art Collection and programs is key to realising full potential. In the current information age there are endless possibilities to generate discussion about public art across a diverse range of traditional media, events, social media, and on site within the city’s public spaces.

The creation and distribution of web based and printed material about the City’s temporary and ephemeral public art and events can promote and help to extend the impact of these beyond the duration of their presence in the city. Having detailed information about the City’s public artworks available online would provide residents and visitors to the city with resources that would help them to find and interpret public art, and greatly enrich their experiences of the public art in the city. At a time when so much information is freely available from a wide range of sources, the City of Perth should drive the provision of current, reliable and useful information about public art within its boundaries and encourage the commentary that contributes to the vitality of artistic endeavours.

Kat Black and Jasper Cook, *Bunnies*, 2013, HDPE Plastic, LED Lights, 111-133 Goderich Street, East Perth

Western Australian artists VJ Zoo (Kat Black and Jasper Cook) were commissioned by the City of Perth for the public art component of the Key City Worker Housing Development project in East Perth. These four large, internally lit bunnies of translucent, roto-moulded plastic were installed in 2013. They humorously evoke children’s night lights, make innovative use of new materials, and demonstrate the capacity for new public art commissions to enliven the built environment.

8

Strategic Objective 8

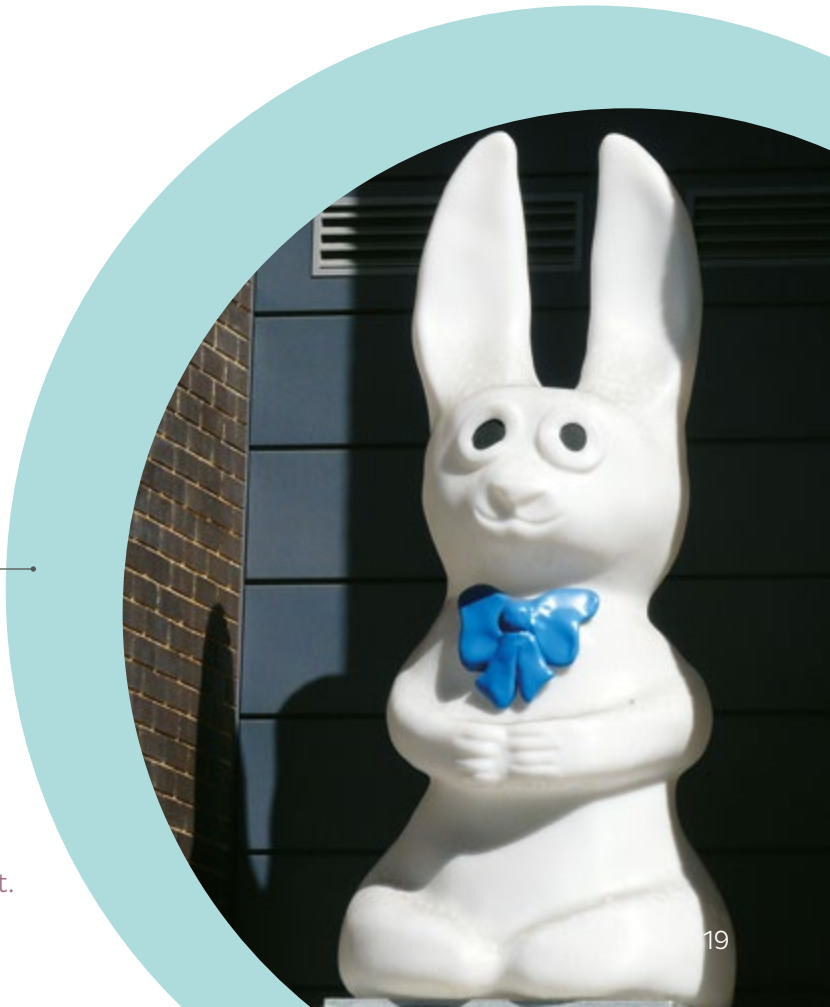
Develop a strategic approach to promoting and making the City of Perth’s public art more accessible through development and management of relevant communications tools.

Strategies for Delivery:

- 8.1 Develop a platform for making information from the public art database accessible to the public.
- 8.2 Develop a strategic public art communications program, across multiple media/ platforms.
- 8.3 Plan to review interpretive signage and plan to ensure consistency and improve availability of information.

Outcomes:

- Ensure that accurate and reliable information is available to the public for research purposes and to help locate and interpret public art and acknowledge the creators.
- Enhance the presence of the City’s public art on the web, in more traditional media and on site.
- Ensure that reliable information is available to the public to help locate and interpret public art.



Funding

City of Perth Funding

The City allocates both capital and operational funds from its annual budget to resource public art projects and programs. Public art projects that align with the City's Public Art Strategy and policies may be initiated and delivered by a variety of units within the organisation. The City of Perth will also look to implement mechanisms that provide strategic support for its public art programs and help to build the capacity of the organisation to deliver high quality public art outcomes. Amongst the resourcing initiatives being considered are:

- A **Public Art Reserve**⁷ to facilitate the accumulation of funds to support the delivery of new commissions of enduring art, and act as a repository for financial gifts and bequests.
- A **percent for art scheme**⁷ to ensure that high quality

public art is an integral part of all significant capital works projects undertaken by the City of Perth, based on successful models used by other cities and local governments around the world.

External Resourcing for Public Art

The City of Perth works with a range of external parties and organisations to resource and deliver public art in alignment with the City's strategy and vision. Through partnership and collaboration, these external parties may assist in resourcing and supporting the City's public art in the following ways:

- Where in alignment with the City's strategy and policies, the City of Perth may acquire public art for its collection as **contributed assets** from developers and other external parties.

- The establishment of a **percent for art scheme for private developments**⁸, may be considered to encourage and achieve strong public art outcomes in partnership with others involved in enhancing the city's built environment.
- The City of Perth is in partnership with the **Perth Public Art Foundation** and the **Heirsson Island Sculpture Park Inc.**, both non-profit organisations working to advance philanthropy and partnerships with the private sector to support public art outcomes within the city.
- The City also works closely and collaboratively with a range of State Government Authorities, public agencies and private developers to deliver public art within developments situated inside the City's boundaries.

Public Art Administration

In addition to resourcing public art through providing qualified staff, administrative support and management within the City's Community Services Unit, the City of Perth also supports its Public Art Focus Areas through drawing on a broad knowledge base that extends beyond the resources available within the organisation. The City of Perth's public art programs will be developed with input from, and in consultation with, experts in fields directly

relevant to public art, and cultural advisors where appropriate.

A **Public Art Advisory Panel** will be convened by the City to bring together a diverse mix of experts in the industry to provide independent advice and to make recommendations on the implementation of the Public Art Strategy, policies, projects and programs.

Where public art projects are being developed to tell

Aboriginal stories, an **Aboriginal Reference Group**, comprising cultural representatives from the Aboriginal community, will advise on the cultural appropriateness of projects in Whadjuk Noongar country.

Within the organisation, a **Public Art Working Group**, comprising representatives from across the City's units, will facilitate internal consultation and liaison to ensure alignment of public art projects with the strategy and policy.

6 Recommendation 10, Public Art Study: Review Report, adopted by Council, 27 January 2010

7 Recommendation 2, Public Art Study: Review Report, adopted by Council, 27 January 2010

8 Recommendation 12, Public Art Study: Review Report, adopted by Council, 27 January 2010

Organisational Context

The City of Perth's Public Art Strategy works in conjunction with a suite of strategic and operational documents that guide both the direction and the implementation of public art within the city.

The City of Perth adopts an Integrated Planning Approach. The City of Perth's Integrated Planning and Reporting Framework (IPRF) is outlined in the diagram below, showing the interaction between the plans and the influence of the informing strategies. The intent of the IPRF is to ensure the priorities and services provided by the City of Perth are aligned with our community's needs and aspirations.

The **Strategic Community Plan, Vision 2029+**, is the City's long term strategic direction that expresses the community's vision for the future together with the strategies to address strategic community outcomes.

This drives the City of Perth's **Corporate Business Plan**, which is the detailed implementation plan for services, key projects and capital investments over the next four years.

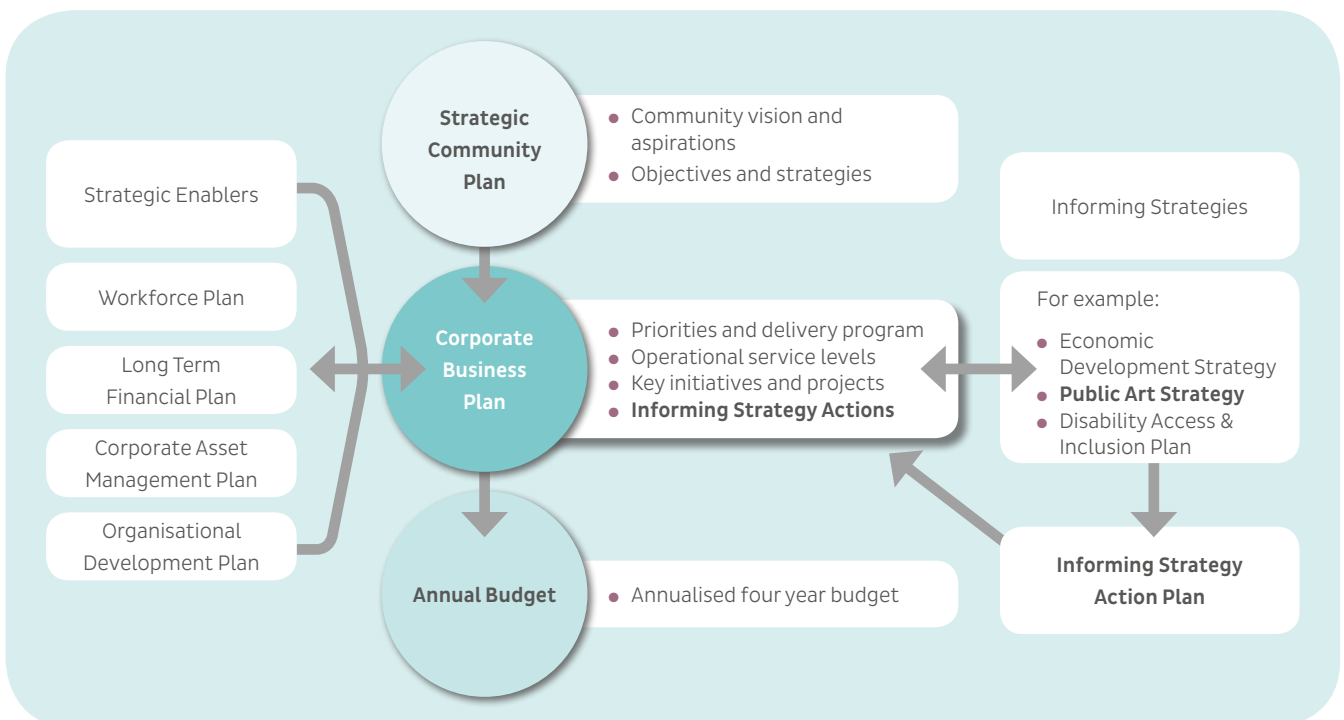
The actions to activate the City's **Informing Strategies** are key components of the City's Corporate Business Plan. The Public Art Strategy is one of these Informing Strategies, identifying and shaping public art priorities, projects, programs and service delivery to meet the outcomes of the Strategic Community Plan.

The City's key strategic enablers show how we are equipped to deliver on the commitments made in the Corporate Business Plan. These strategic enablers are:

- **Long Term Financial Plan**
This plan allows for appropriate decision making with emphasis on financial sustainability.
- **Workforce Plan**
This plan identifies the workforce requirements needed for current and future operations.
- **Corporate Asset Management Plan**
This plan provides guidance on service provision to inform the City's financial and key service needs.

The City's **Annual Budget** is based on the projected costing of year one of the Corporate Business Plan, with opportunity to review during the mid-year budget review processes.

INTEGRATED PLANNING & REPORTING FRAMEWORK



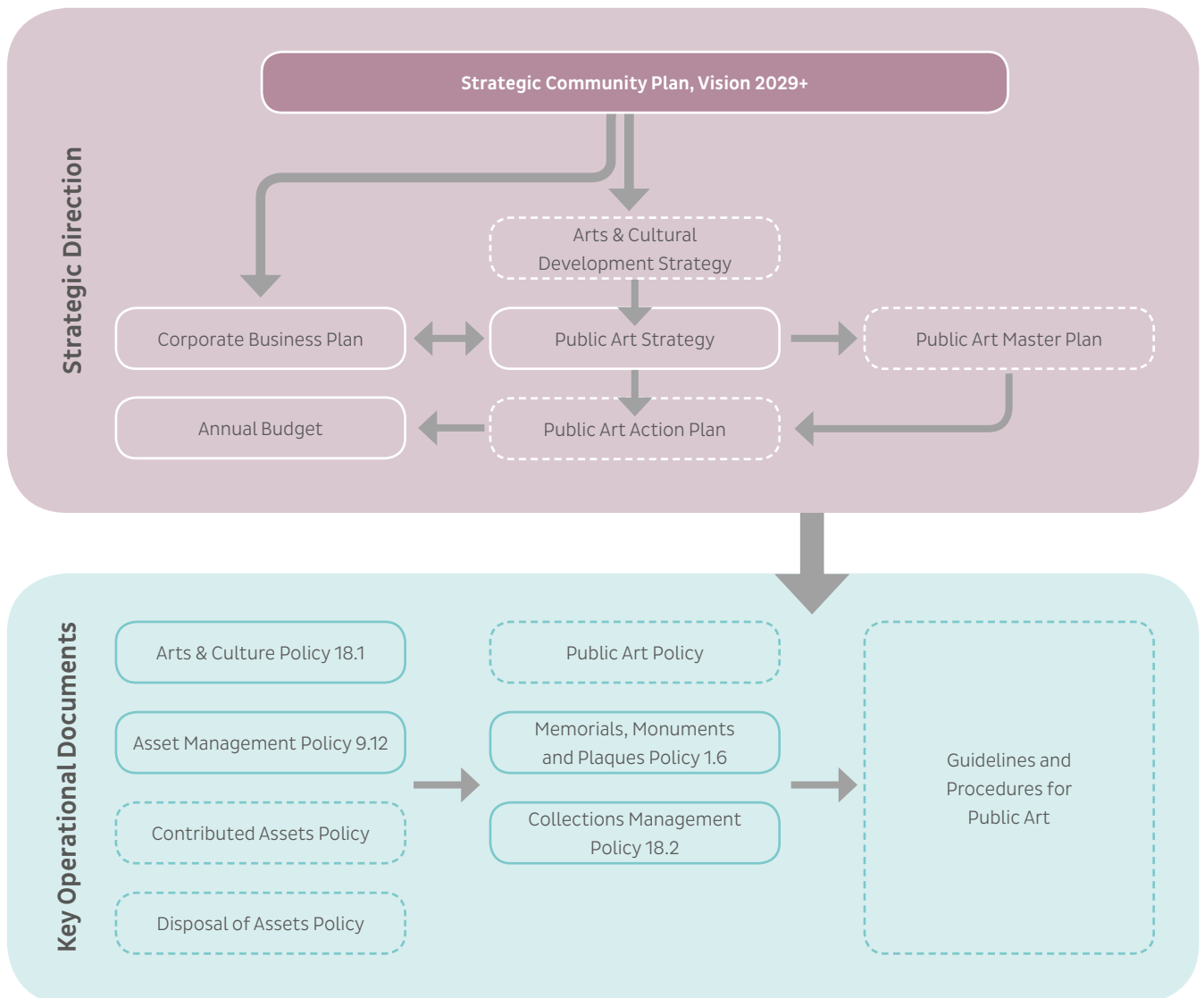
The principles, challenges, opportunities and strategies for delivery detailed in this Public Art Strategy will guide its implementation, giving shape and purpose to a **Four Year Public Art Action Plan**, in which the City's commitments are prioritised, resources allocated, and partnerships and responsibilities identified. The Four Year Action Plan is reviewed annually in line with the City's Annual Budget.

The Public Art Strategy will be reviewed in alignment with developments in the Strategic Community Plan. It will be reviewed every two years, alternating between a minor review (updating as needed) and a major review (seeking community input and retesting the vision).

The diagram below outlines the interface of the Public Art Strategy with other City of Perth strategic and operational documents with special relevance

for public art. (Solid lines indicate existing documents, dashed lines indicating documents currently in development).

As indicated below, the Public Art Strategy and Action Plan are in alignment with City of Perth Policies. The City of Perth Policy Manual can be accessed at http://www.perth.wa.gov.au/sites/default/files/documents/Policymanual_0.pdf



Glossary and Definitions

Public Art

Public art is an enduring or temporary work of art, created by an artist that has been commissioned or acquired specifically to be made accessible within the public realm.

For the purposes of this strategy, public art does not include:

- busking, art markets, pop-up galleries;
- community arts programs;
- commercial promotions in any form including business logos or brands;
- directional / way-finding elements such as super-graphics, signage or colour coding;
- objects that are mass-produced or reproduced;
- most art reproductions; or
- services or utilities necessary to operate or maintain artworks.

Artist

It is acknowledged that the term 'artist' is self-referencing. For the purposes of this strategy artists are expected to be able meet at least two of the following criteria:

- A person who has completed a university degree or a diploma in a relevant arts field (i.e. visual arts, multi-media, fine arts) as appropriate to the public art commission brief;
- A person who evidences the sale of their artwork through one or more reputable art galleries whose primary business is dealing in the works of professional artists;

- A person who has had works of art purchased by major public collections;
- A person who evidences their experience in implementing successful public art projects; or
- A person who earns the majority of their income from arts-related activities, including; teaching, selling artwork, or undertaking public art commissions.

Public Art Reserve

The City will look to establish a Public Art Reserve Account for the purpose of providing sufficient financial capacity to deliver new commissions of enduring public art as identified in the City's Public Art Strategy and Master Plan. The Public Art Reserve Account may be funded through:

- an annual budget allocation;
- contributions in lieu of a public art project from relevant Percent for Art Schemes implemented by the City; and
- monetary donations, gifts and bequests.

Percent for Art Scheme - City of Perth Developments

The City of Perth will consider the establishment of a scheme contributing a minimum 1% of the budget of any eligible capital works project (new and improvement) toward the commissioning or purchase of public art integrated into that capital works project.

Percent for Art Scheme - Private Developers

The City of Perth will investigate the development of Planning Policy under the City Planning Scheme No.2, considering the implementation of a percent for art scheme for private developments and the inclusion of requirements for public art projects by private developers to align with the City's Public Art Strategy, Policies and Master Plan.

Public Art Advisory Panel

The Public Art Advisory Panel will be convened by the City as an industry recognised peer assessment body. The Public Art Advisory Panel's recommendations will help to ensure that the City's Public art projects, programs and services:

- comply with relevant legislation, Council Policies and endorsed strategic plans;
- support the City of Perth in building on its capital city leadership role in the arts; and
- promote and advocate for public art that seeks out the best contributions from the arts and cultural community, and stimulates community dialogue and debate around contemporary issues.

The panel will provide input and recommendations in situations including, but not limited to, the following:

- the review of policies relevant to public art and related plans, strategies and operational guidelines;
- the development and revision of assessment criteria and measures appropriate for the evaluation of public art proposals and service delivery.
- acquisition of public artworks, being through either, commission, purchase, partnership, or contributed assets; and
- deaccessioning, disposal and relocation of the City's public art.

Public Art Working Group

Liaison within the City and collaboration between the City's Units on Public Art projects will be facilitated by the Public Art Working Group, made up of key internal stakeholders. This working group will play a key role by:

- identifying Capital Works Projects where Percent for Art (if implemented) is required;
- ensuring awareness of, and alignment with, the Public Art Strategy, Master Plan and Policy, throughout the City; and,
- strengthening collaborative relationships within the City through consultation.

Aboriginal Reference Group

Any public art project telling Aboriginal stories will be put to an Aboriginal Reference Group to seek approval for and to ensure the cultural appropriateness of public art projects in Whadjuk Country. The Aboriginal Reference Group will comprise Aboriginal cultural representatives as appropriate to the project, including Whadjuk Noongar representatives.

Perth Public Art Foundation

The Perth Public Art Foundation is an independent and not-for-profit charitable organisation, funded through a principal partnership from the City of Perth. The Foundation provides a partnership vehicle for the City to support its public art vision, through the pursuit of business partnership and philanthropic endeavour to support the commissioning of new works of public art within the city.

Heirisson Island Sculpture Park Inc.

The Heirisson Island Sculpture Park Inc. is a not for profit group of individuals who donate their time, professional expertise and other resources to promote and realise a vision for the development of a world-class sculpture park on Heirisson Island.

Contributed Assets

Works of public art that are purchased or commissioned by an external party and handed over to the City of Perth for ongoing care and maintenance, are considered to be contributed assets of the City. Gifts and donations of public artworks are included in this definition of contributed assets. All such contributed assets must meet the City's acquisition criteria for public art and comply with City policies to be approved for acceptance into the City of Perth's Public Art Collection.



Brian McKay and Ahmad Abas, *Penrose's Impossible Triangle*, 1999, intersection of Brook Street, Royal Street and East Parade, East Perth



CITY of PERTH

Appendices Online

The appendices to this Public Art Strategy have been made available online and can be accessed from the City of Perth's website.