

# CCSP 15 Public Art Policy

August 2014

*This policy was adopted by Council to set governing principles in place that align the strategic direction of the organisation with community values and aspirations.*

*The Public Art Policy relates to Goal 2: Welcoming and Inclusive Communities and Goal 5: Effective Leadership and Governance of the Community Strategic Plan 2033.*

## Objectives

The Shire of Augusta Margaret River is a naturally beautiful and culturally vibrant place to live, work and recreate. Through the application of this Public Art Policy, the local government authority (the Shire) propose to:

- Continue to enhance cultural life, not only through supporting cultural activities and events but via high quality and meaningful public and community art that will enliven and provoke thought in public spaces
- Acknowledge and celebrate the culture and history of the Shire through art
- Encourage high quality art that supports local artists and the emerging art and cultural industry
- Identify locations suitable for public art trails.

## Strategy

### Funding of Public Art Works

#### 1. Developer Contributions: Per Cent for Art

Per Cent for Art facilitates the provision of public art works through the requirement for all developments (excluding private homes, subdivisions, rural and industrial development) above a value of \$1,000,000 (including GST) to allocate one per cent of the value of the development to public art as outlined in the Developer Contribution Policy.

The developer has two options. They may choose to:

- Include one per cent of the construction cost for public art in their designs in locations accessible to the public. Developers must ensure that their proposals meet the definition of art and the artwork has been designed by an artist (see definitions), or
- Provide the cash equivalent to the Shire. This funding may be pooled and the public art placed in identified suitable locations.

Per Cent for Art also applies to Shire funded developments above a construction cost of \$1,000,000 (including GST).

## 2. Shire Contributions

The Shire of Augusta Margaret River will set aside funds annually to contribute towards public art. The amount will be determined through the annual budgeting process.

Additionally, infrastructure expenditure around town centres and recreation areas will be routinely assessed for their potential to include a public art component.

## 3. Donations

Public art may be gifted or funded through cash and other philanthropic measures but will be subject to the public art assessment process involving consultation with an Art Panel.

## Community and Ephemeral Art

The Shire is committed to supporting opportunities for community and / or ephemeral art and may make budgetary allocations and apply for funding from other funding sources for this purpose.

Where possible, Shire run public celebrations and / or community activities will consider the inclusion of an ephemeral art component.

Groups or individuals wishing to progress art projects on Shire assets (i.e. parks, bus shelters, skate parks or other Shire infrastructure) need to apply to the Shire for permission. The public art proposal shall be assessed by a panel with consideration given to the Shire's goal of creating a public art trail.

When public art proposals are presented to the Shire, an Art Panel will be formed

### The Art Panel will consist of:

- A minimum of two community members, at least one of them with art expertise
- Two members from local art organisations at least one of them with art expertise
- Two Officers of the Shire.

The public art proposals will be assessed against the following criteria:

## Assessing Public Art Proposals

### Public Art Assessment Criteria

CRT 1: Compliance with Expression of Interest requirements outlined in the Artwork Brief (if required)

CRT 2: Quality of previous artwork. Was it created by an artist (see definition) and does it have artistic merit including originality)

CRT 3: Approach and philosophy

CRT 4: Relevant experience

### Exclusions. Public art projects ineligible for consideration include:

- Business logos
- Mass produced objects unless constructed in a unique way deemed to have artistic merit
- Art reproductions unless constructed in a unique way deemed to have artistic merit.

## Final Decisions

Shire Officers reserve the right to make decisions about small (under \$5,000) art projects. The Art Panel may be consulted on larger art projects or those that are considered contentious (see definition). In these cases, a recommendation will be made by the Art Panel, based on a democratic vote.

The Shire's Chief Executive Officer reserves the right to make the final decision on public art proposals. In situations where proposals are contentious, the Shire Council will determine an outcome through voting on a recommendation.

## Insurance

Public artworks on Shire owned land will be valued and insured by the Shire of Augusta Margaret River. Public artworks on private land will be the responsibility of the land owner.

## Installation and Maintenance

Artists will be responsible for installation of the art works and in the case of ephemeral art works they will also be responsible for removal and clean up.

Artists will also be required to outline a maintenance program (for non-ephemeral art works) and provide an estimate of yearly maintenance costs.

## Documentation

The Shire will maintain an art collection database which the public can access for information about the artworks.

## De-accessioning and Disposal

Should the artworks deteriorate to the point that the Art Panel agree they cannot be feasibly maintained or they no longer fulfil the objectives of the policy, they may be de-accessioned. Where possible, the artist responsible for the original work will be consulted on the procedures for removal. For art works located on public land, the Shire will cover the cost of deaccessioning and disposal. For art works on private land, the landowner will cover this cost.

## Definitions

### Art

Art is the product of practitioners who intend their work and activities to be seen and read as art. Art embraces material and immaterial products and concepts from the imaginative thinking of artists.

### Public Art

Public art is defined as the product of artists which is accessible to the public. The works may be located in a public space or a private space that is accessed by the public. An artist must be involved in the development of the public art and it must be identifiable as an artwork, so that that the artwork has artistic value in its own right. Some examples include standalone sculptures, wall etchings, painted walls that will be read as art (not simply coloured walls), railings with sculptures included in the structure.

### Artist

Only professional artists will be eligible to carry out public art commissions. The term artist for the purpose of this policy is defined as a person who meets a minimum of two of the following criteria:

- (a) A person who has a Bachelor's Degree or Diploma in visual arts or any similar field;
- (b) A person who has a track record of exhibiting their own original artwork at reputable art galleries that sell the work of professional artists;
- (c) A person who has had their own original artwork purchased by major public collections, including (but not limited to) the Art Gallery of Western Australia.
- (d) A person who earns more than 50% of their income from arts related activities, such as teaching, selling artwork or undertaking public art commissions.

Sometimes it will be appropriate to be more flexible and seek people other than professional artists to carry out artwork commissions. This may apply in instances when young, emerging (see definition) and indigenous artists or students may be considered appropriate.

## Contentious Public Art

People's interpretation of art will be influenced by their personal feelings, tastes, or opinions and art that achieves its objective of provoking thought is often controversial.

While the Shire aims for public art to provoke thought, it aims not to offend.

Proposals incorporating any of the following will not be supported:

- negative racial stereotypes
- political messages
- sexually provocative nudity (general nudity is not considered provocative)
- Sexist
- Discriminatory

The responsibility of determining what is contentious rests with the Art Panel and the CEO.

## Community Art

Community art is a collaboration between professional artists and non-professional artists, often around dealing with a social issue, community building initiative, or as a form of community consultation. Community arts, also sometimes known as "dialogical art" involves exchanges between people as they interact with information, objects, and each other.

## Ephemeral art

Ephemeral art is art that lasts a short time. Some examples of ephemeral art are: chalk drawings, ice sculptures, sand sculptures, projections and performance art.

## Emerging artist

An artist who is at an early stage in their career, who has specialised training in the art form or who has created a modest body of artistic work.

## Development

Development means the development or use of any land, including

- (a) any demolition, erection, construction, alteration of or addition to any building or structure on the land;
- (b) the carrying out on the land of any excavation or other works;

## Construction Cost

Construction Cost means the estimated cost of

- a) all goods (including manufactured goods for part of the work)
- b) labour
- c) services necessary
- d) fees payable
- e) overheads to be met
- f) profit margin

or;

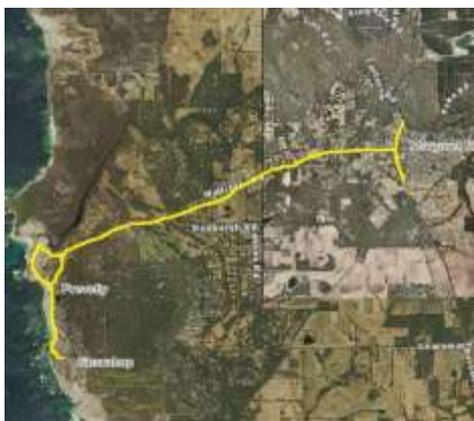
Contract price where the work is to be carried out under a contract as the contract price includes the value for at least each of the relevant components (a to f above) – the estimated value of the work is the contract price (including GST).

## Public Art Trail

Public Art will be concentrated within the town centres of Cowaramup, Margaret River, Witchcliffe, Karridale and Augusta, as well as along the trail to Prevelly and Gnarabup (see maps below).



Map 1: Art Trail through the main street of Cowaramup. Along Bussell Highway from Waverly Road south to Memorial Drive



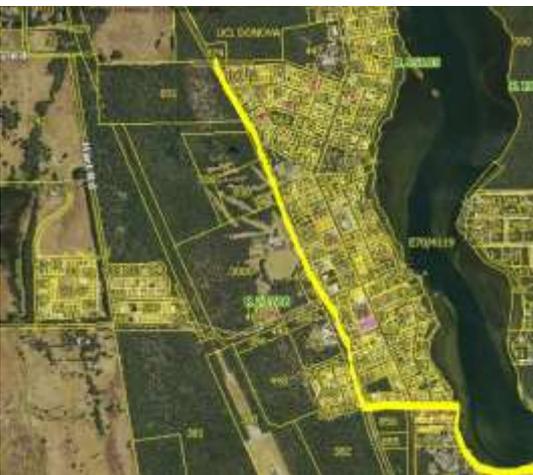
Map 2: Art trail through the Margaret River Town Site, down Bussell Highway from Carters Road down to Boodjidup Road. Also from Wallcliffe Road to the Rivermouth and along the coastal trail to Gnarabup, ending at Gnarabup oval.



Map 3: Art Trail through the main street of Witchcliffe. Along Bussell Highway from Lot 21 south to Redgate Road



Map 4: Art Trail through the main street of Karridale along Bussell Highway from Brockman Highway to the Karridale Tavern



Map 5: Art Trail through the main street of Augusta from Donovan Street south along Bussell Highway to Hardy Street and then along the Albany Terrace Foreshore

## Related Documents

- The Shire of Augusta Margaret River Creative Blueprint 2014-2018
- The Culturally Active Communities Policy

## Application

Responsibility for the implementation of this policy rests with the Chief Executive Officer and Director Corporate and Community Services. The Policy is to be reviewed every three years.

<b>Adopted by Council</b>	<b>27 August 2014 – OM 2014/187</b>
Last reviewed	27 August 2014
Related Policies	The Shire of Augusta Margaret River Culturally Active Communities Policy
Related Procedures	
Related Documents	The Shire of Augusta Margaret River Creative Blueprint 2014-2018
Legislation	<i>The Local Government Act 1995</i> <i>Heritage of Western Australia Act 1990</i> <i>National Trust of Australia (WA) Act 1964</i> <i>Aboriginal Heritage Act 1972</i>