

Public Art Policy

Policy Statement

The City of Subiaco (the city) is committed to delivering a diverse and vibrant public art program that engages artists' creative ideas to celebrate the values and identity of Subiaco through its unique character, history, cultures and future aspirations. The Public Art Policy provides a framework for the development, funding, management and promotion of the public art collection.

Policy Scope and Application

Scope

The Public Art Policy applies to Elected Members, city staff, artists, the community, consultants and contractors.

Application

Consideration will be given for the inclusion of public art initiatives in the city. The city will identify and coordinate opportunities to enhance the public realm through artworks and activations.

The Public Art Policy will be supported by the Public Art Strategy (the Strategy), a guiding document that builds on the city's vision and strategies outlined in its Strategic Community Plan (2017-2027) to deliver social, economic, environmental and cultural benefits for the community.

Key Strategies

- Create a sense of place with artworks in the public realm that enhance engagement with and understanding of Subiaco
- Infuse qualities of diversity, vibrancy, character, creativity and imagination into the fabric of daily life
- Meet and deliver high quality management and collection standards
- Contribute to art and cultural development
- Encourage public and private sector partnerships in the arts

Collection Management

Through integrated and collaborative planning the city will acquire and commission ephemeral, temporary and permanent artworks for the public realm. The Strategy will act as a guide for developing programs and commissioning new works.

The strategic basis for public art projects will be determined in line with the Strategy and public art project briefs will be developed in consultation with key stakeholders.

From time to time the city receives proposals for public art projects from external organisations. Where possible the Public Art Officer will work with the organisation to develop the project concept to a point where the city is able to properly assess the proposal.

All artist appointments will be made by recommendation of a Public Art Reference Group, with approval given at the appropriate level of purchasing authority.

The city commits to an ongoing maintenance program for all public artworks. As part of the commissioning process a detailed maintenance plan is to be provided and an expected life span specified. At the end of the expected life span or if a work becomes significantly damaged the city will assess the work's suitability for decommissioning.

Funding

In order to achieve the aims of this policy, the city commits to funding the public art program in the following ways:

- allocating 0.75% of the City of Subiaco rates income to the Public Art Reserve for the development and maintenance of the city's public art; and
- allocating one percent of construction costs of each new or refurbished public building, road or landscape project over \$2,000,000 (two million dollars) to the Public Art Reserve Fund for the provision of Public Art; either as part of the construction project or in the surrounding area.

Definitions

Artist

Professional artists will be eligible to carry out public art commissions. As the term 'artist' is self-referencing for the purposes of this policy a professional visual artist can be defined as a person who fits into at least two of the following categories. A person who:

- has a university degree or minimum three year full time TAFE Diploma in visual arts, or when the brief calls for it, other art forms such as multi-media
- has a track record of exhibiting their artwork at reputable art galleries that sells the work of professional artists
- has had work purchased by major public and private collections
- earns more than 50 percent of their income from arts related activities such as teaching art or design, selling artwork or undertaking public art commissions

Sometimes it will be appropriate to be more flexible and seek emerging artists and practitioners other than professional artists to carry out artwork commissions.

Public Art

The term public art refers to the integration of an artistic concept into the public realm. Public art can take many forms, incorporate many different materials and be produced in many ways. It can be stand-alone, applied to surfaces, or integrated into the fabric of buildings, road infrastructure elements or landscaped outdoor spaces. Public art can be permanent, temporary or ephemeral. The distinguishing feature of these works is that an artist or artist team is wholly, or partly, responsible for the creation, design and/or fabrication. Secondary collaborations may take place with other professionals.

Public Art Reference Group

A Public Art Reference Group (PARG) will be established for each public art project and will include between three and five stakeholders relevant to the project that may include city staff, the project manager, arts professionals, community representatives and property owners. The PARG will make recommendations for artist appointments.

Public Art Reserve Fund

The Public Art Reserve Fund is a pool of funds set up for the purpose of reserving and accumulating funds for the provision of public art projects in the city.

Public Realm

The public realm comprises the streets, squares, parks, green spaces and other outdoor places that are freely accessible for everyone to use. For the purpose of this Policy, the term public realm refers to artworks located in a publicly accessible area; either physically or visibly.

Related Sources

List any relevant policies; Legislations; Local Laws and/or other documents.

- Public Art Strategy 2018 - 2022
- Public Art Protocol
- Public Art Procedure
- State Government Percent for Art Guidelines

Policy Details		
Responsible Directorate	Community & Development Services	
Responsible Branch	Cultural Services	
Responsible Officer	Manager Cultural Services	
Affected Branches	All	
Council Adoption	Meeting Date	
Reviewed/Modified	Meeting Date	
Reviewed/Modified	Meeting Date	