



Public Art Strategy





Kid Koala Playing God by Okuda



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Executive summary

Public art plays a vital role in creating a sense of place within the community. The City of Subiaco is committed to delivering a diverse and vibrant public art program, in recognition of the vital role public art makes to community and cultural development. It contributes to a sense of identity and wellbeing by reflecting Subiaco's unique character, history and future aspirations.

The Public Art Strategy will build on a number of the city's goals and strategies to deliver social, economic, environmental and cultural benefits for the community. Public art plays a key role in urban renewal, placemaking, urban design and tourism. It contributes to Subiaco being a place where people want to be.

The purpose of the Public Art Strategy is to provide a clear outline of how the city will approach public art. Building on the foundation of an already significant collection, the city aims to use public art to create a sense of place; infusing qualities of diversity, vibrancy, character, creativity and imagination into daily life.

Utilising industry best practice for the commissioning of new artworks and management of the collection, the city will ensure that artists are respected and artwork assets are cared for in the long term. Cultural development will be fostered through community involvement in projects, professional development opportunities for artists and promotion of the city's public artworks in a range of media platforms.

Together with a commitment to funding for public art resources and projects, the city will also advocate for the inclusion of public art in significant new developments, both public and private, and develop partnerships with organisations and businesses to deliver projects together.



Arcadia by Minaxi May
Subiaco pARK - Augmented Reality project



Quadrant Scatter White by Stuart Green

Background

About Subiaco

The City of Subiaco is established on the traditional homelands of the Noongar peoples who were the custodians of this land long before the first European settlers arrived. In 1851 a group of Benedictine Monks, whose order was founded in Subiaco, Italy, settled in the area and named their monastery New Subiaco. In 1952, following the introduction of a railway line and significant housing, retail and industrial development, the area was officially gazetted as the City of Subiaco.

The City is known for its aesthetic appeal, heritage charm and village atmosphere. It is vibrant and dynamic, while still maintaining a peaceful lifestyle. The City's neighbourhoods are characterised by their lush and leafy appearance, with well-presented streetscapes, houses and parks. The commercial and recreational precincts are lively and diverse, drawing local, national and international visitors who come to enjoy all that Subiaco has to offer.

With a total of six square kilometres, the City of Subiaco is located in the metropolitan area of Perth and includes the suburbs of Subiaco and Daglish, and parts of Jolimont and Shenton Park. Over 17,000 residents call the city home and bring with them a diverse mix of age groups and cultural backgrounds.



Subiaco Centenary Tiles by Jenny Dawson and Sandra Hill



Subiaco Station Clock by Rodney Glick,
Kevin Draper and Marco Marcon

Current collection

The City of Subiaco is the custodian of a considerable public art collection, located in the public realm, in and around the city's landmarks, streets and buildings. The permanent and temporary works of art, including sculptures, murals and mosaics, reflect and inform us of the rich and diverse history of the city, its residents and their activities. It is a mixture of traditional and modern works, much like the city itself. The collection includes artworks located on city land and works located on private property, commissioned with the assistance of the city. In addition there are numerous public artworks commissioned by private developers in Subiaco.

During the late 1990s, the Metropolitan Redevelopment Authority (formerly known as the Subiaco Redevelopment Authority) commissioned a significant number of the city's public artworks. Works such as the Clock Tower by Rodney Glick, Kevin Draper and Marco Marcon at Subiaco Train Station utilised multimedia, sound and light, which was innovative, exploratory and ambitious in scope at the time. The MRA continues to work within the city at the Australian Fine China and Subi Centro sites. Future sites will include the Subiaco East area, which encompasses Subiaco Oval, Princess Margaret Hospital and the new Inner City College.

The works in the city's collection are mostly by West Australian artists with acknowledged reputation for contemporary art practice and public art excellence including Jeremy Kirwan-Ward, Helen Smith, Stuart Green, Angela McHarrie, Ayad Alqaragholi, Greg James, Susan Flavell, Anne Neil and Steve Tepper.

There are also murals by visiting international artists such as the Forrest Square carpark by Okuda (Spain); Post Office façade by Evoca1 (USA) and West Leederville underpass by Gaia (USA) and Ever (Argentina), providing unique art experiences not seen elsewhere in Perth.

The city's collection continues to have a strong connection to the heritage of Subiaco with many works directly referencing historical uses and stories of the site on which they are located.



Community values

The City of Subiaco Council Plan 2025-2035

The City of Subiaco is a diverse, welcoming community shaped by its rich history and celebrated for its green spaces, lifestyle, and culture.

Strategic pillars and objectives

1. **Connected community:** Welcoming, vibrant and inclusive.
Our community values facilities, services and events that foster connection, wellbeing and creative expression. We will continue to evolve and enhance our offerings to meet the needs of our growing and diverse population.
2. **Flourishing environment:** Green, resilient and inviting spaces.
Our leafy streets, tree canopy and open spaces are a defining part of our identity - and they play a vital role in supporting biodiversity, wellbeing and climate resilience. We are committed to supporting our green spaces for generations to come.
3. **Thriving economy:** A thriving, attractive destination.
We will support the vibrancy of our precincts and the capacity of our businesses to attract investment and workers, providing a foundation for our economy to prosper. We will elevate our profile through promotion, events, and continued development of our arts and culture scene.
4. **Liveable places:** A contemporary, connected city with a rich heritage.
We are committed to protecting Subiaco's rich heritage while ensuring future development is high-quality, sustainable and strengthens our sense of identity.
5. **Leading organisation:** Innovative, accountable and responsive.
We are committed to strong, open leadership and governance, and continually improving our organisation to meet evolving community needs.

Public Art Strategy community consultation 2018

As part of the review of the Public Art Strategy, the community was invited through the Have Your Say Subiaco engagement portal on the city's website to provide input regarding the future direction of public art in Subiaco.

The community was able to contribute stories about their favourite public art, along with ideas and locations for new artworks.

A number of key themes emerged through this consultation process, highlighting that the community values public artwork that is:

- well maintained and managed
- distributed throughout the City of Subiaco
- thought provoking, meaningful and unique
- a combination of permanent and temporary projects
- interactive and integrated into the fabric of the urban environment
- respectful of Subiaco's history
- an opportunity for sharing more Aboriginal stories.



Subiaco Was Built on a Sunday by Mel McVee

Strategy overview

The arts play a critical role in determining a sense of place. Providing for art in the public realm can act as a catalyst for generating social activity and social spaces. The outcomes in this strategy aim to place public art as central to the intelligent design of a vibrant city.

The city believes that art in the public realm is vital to community and cultural development. It plays a key role in urban renewal, placemaking, urban design and tourism. The Public Art Strategy builds on a number of the city's goals and strategies to deliver social, environmental, economic and cultural benefits for the community.

The importance of public art in Subiaco was galvanised in 2011 when the public art programs and funding model was adopted by Council. Following on, the first Strategic Public Art Master Plan was developed to provide a framework and the Public Art Policy and Guidelines were developed to set out the methods by which public art would be managed. The City's Public Art Policy was approved by Council in 2018. In 2023 the Council approved Local Planning Policy 8.3 Percent for Public Art and the Public Realm.



Arrive to Paradise by Ayad Alqaraghholi

Strategies

Strategy 1

Create a sense of place with artworks in the public realm that enhance engagement with and understanding of Subiaco

Goal	Action	KPI
Create artworks that are unique to the Subiaco community and its stories	Integrate art into the fabric of the overall urban design of the City	Positive feedback from the community through the Community Scorecard
	Work closely with internal City branches to identify opportunities for engaging artists' ideas	Positive feedback from the community through the Community Scorecard

Strategy 2

Infuse qualities of diversity, vibrancy, character, creativity and imagination into the fabric of everyday life

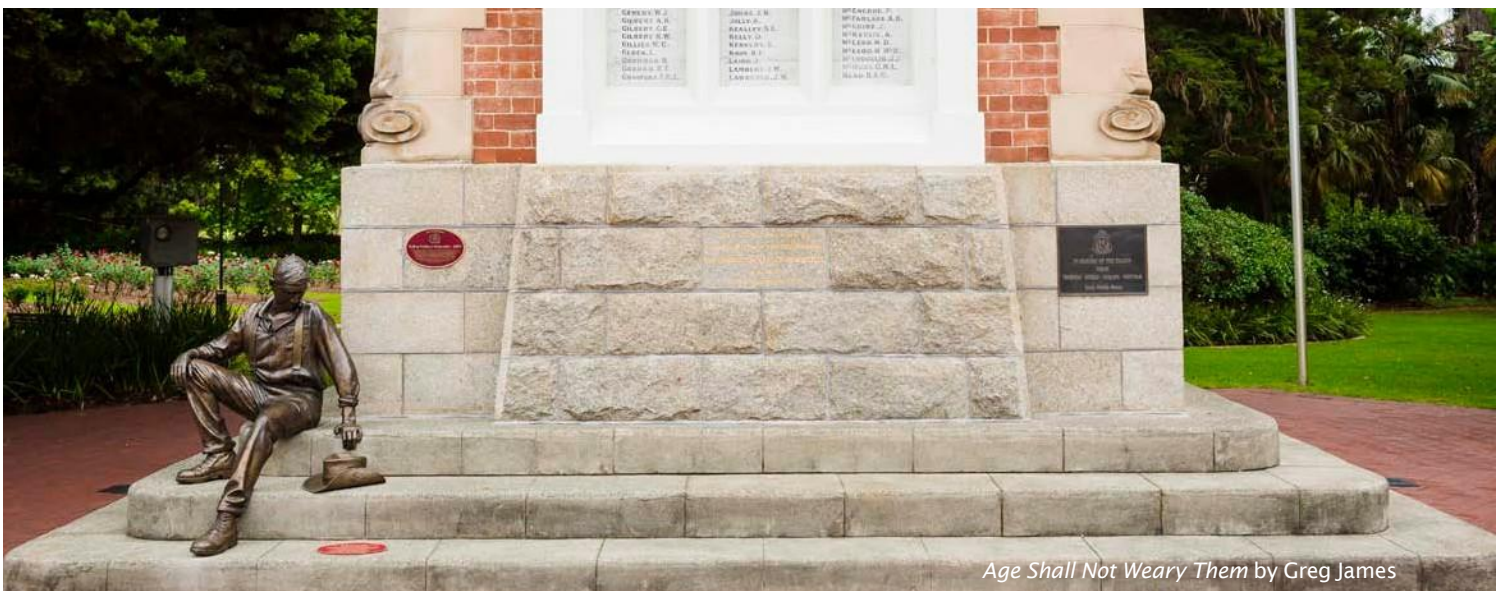
Goal	Action	KPI
Create a range of different artworks that provide interest throughout the City	Identify opportunities for artists to be involved in City programs, festivals and events.	A range of interesting art interventions are provided around Subiaco



Strategy 3

Meet and deliver high quality management and collection standards

Goal	Action	KPI
Ensure the public art collection is developed and maintained to a high standard.	Utilise best practice for the appointment and contracting of artists.	Appointment of artists is made according to industry standards.
Ensure the collection is developed and maintained to a high standard.	Ensure the collection is valued on a regular basis.	Collection is valued every 3 years.
Ensure the collection is developed and maintained to a high standard.	Develop and implement an annual maintenance program.	All new artworks are added to the maintenance program.
Ensure the collection is developed and maintained to a high standard.	Maintain an artworks database and provide public access.	Artwork register is regularly updated and information is available in IntraMaps.
Ensure the collection is developed and maintained to a high standard.	Budget for large scale projects over the long term.	The Public Art Fund is managed responsibly.



Age Shall Not Weary Them by Greg James

Strategy 4

Contribute to art and cultural development

Goal	Action	KPI
Provide opportunities for the development of local artists and the community.	Develop and maintain a network of communication for artists, makers, designers and other creatives in Subiaco.	The city provides a range of quality experiences for local artists and the community.
Provide opportunities for the development of local artists and the community.	Provide professional development opportunities for local artists.	Ongoing presence of the city's public art in a range of media sources.
Provide opportunities for the development of local artists and the community.	Provide opportunities for community participation in the development or creation of artworks.	Ongoing presence of the city's public art in a range of media sources.
Provide opportunities for the development of local artists and the community.	Promote the city's public art collection.	Ongoing presence of the city's public art in a range of media sources.



Boy on the Red Bike by Evoca1

Strategy 5

Encourage public and private sector partnerships in the arts

Goal	Action	KPI
Increased level of support for art projects in Subiaco.	Advocate for the implementation of a percent for art policy for developers.	Increased number and value of art projects in Subiaco.
Increased level of support for art projects in Subiaco.	Work with government agencies to realise art projects.	Projects are realised through external partnerships and are not funded solely by the city.
Increased level of support for art projects in Subiaco.	Work with partner organisations to develop and implement projects.	Increased number and value of art projects in Subiaco.
Increased level of support for art projects in Subiaco.	Encourage local businesses to support public art projects.	Increased number and value of art projects in Subiaco.



The Watershed by Rodney Click and Kevin Draper

Funding

The City requires a solid financial base and adequate human resources to implement a well-considered and integrated public art program. The city has adopted a funding model that will position it for a sustainable future. The funding for the Public Art Strategy will be achieved through a mix of internal and external resources.

Internal (City of Subiaco)

Internal funds will be derived from two sources:

- An annual allocation will be placed in the Public Art Fund for the implementation of the Public Art Strategy.
- Major construction projects will be required to include an allocation which will be placed in the Public Art Fund for the provision of public art.

External sources

The City will actively seek support and funding from external sources including through grant opportunities, private developer contributions and partnerships.



Definitions

What is 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.

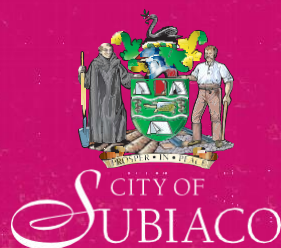
Public art can be permanent, temporary or ephemeral. The distinguishing feature of these works is that an artist or artist team is wholly, or partly, responsible for the creation, design and/or fabrication. Secondary collaborations may take place with other professionals.

Artist

Professional artists will be eligible to carry out public art commissions. As the term 'artist' is self-referencing, for the purposes of this plan, 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 creative disciplines
- has a track record of exhibiting their artwork at reputable art galleries that sell the work of professional artists or its equivalent in other creative disciplines
- has had work purchased by major public and private collections or its equivalent in other creative disciplines
- earns more than fifty 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.



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