

G2 Public Art Policy

Introduction

This proposed Public Art Policy relates to the Shire of Toodyay's Vision – We are a vibrant rural community that respects our environment, celebrates our past and embraces a sustainable future.

Application

This policy applies to the following objectives:

(a) Strategic Community Plan

Social: 0.3 Support the development of places and spaces for recreation, learning, art and culture.

(b) Corporate Business Plan

S2.4 Support development of arts, culture, heritage and environmental tourism.

S3.4 Maintain open space for recreation and connection – Develop a Public Art Strategy for the Shire.

(c) Objectives

The Shire of Toodyay is a naturally beautiful and creative place to live, work and recreate. Through the application of this Public Art Policy, the Shire proposes to:

- Continue to enhance cultural life, not only through supporting cultural activities and events but also via 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 emerging artists in the cultural industry

Policy Intent

This policy supports the development and delivery of quality public art, whether enduring, temporary or ephemeral, and informs the sustainable management of public art for the community present and future. It facilitates the planning, commission and maintenance of public art activities in the Shire of Toodyay, ensuring that "public art will showcase Toodyay's unique identity, community and cultural heritage, and encourage residents and visitors alike to explore in the Shire's landscape".

1. Strategy

Funding of Public Art Works through:

- Shire Contributions

The Shire of Toodyay will consider funding annually via the budgeting process to contribute towards public art.

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

- 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 the Shire of Toodyay and Council process.

- Grant Funding

Where possible suitable grant funding applications will be undertaken.

- Community and Ephemeral Art

The Shire is committed to supporting opportunities for public art projects and may make budgetary allocations and apply for funding from other funding sources for this purpose.

Groups or individuals wishing to progress public art projects in/on Shire assets (i.e. parks, or other Shire infrastructure) will need to make application to the Shire for approval. The public art proposal shall be assessed by Council.

Groups for individuals wishing to progress public art projects in/on other Public Infrastructure (i.e. Water Corporation water tanks, Western Power switchboards) must obtain permission from that Public Organisation prior to making application to the Shire.

2. Assessing Public Art Proposals

When public art proposals are presented to the Shire, the Public Art proposals will be assessed against the following criteria:

- If Commissioned by the Shire

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

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

3. Approach and philosophy

Philosophy of art - Philosophy of art, the study of the nature of art, including concepts such as interpretation, representation and expression, and form. It is closely related to aesthetics, the philosophical study of beauty and taste.
www.Britannica.com

4. Relevant experience

5. If proposal is from Individual or Community Group

6. Completion of Public Art Application;

7. Completion of Development Application (if required);

8. Quality of previous artwork. Was it created by an artist (see definition) and does

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it have artistic merit including originality); and

9. Approach and philosophy

All Public Art projects will be assessed by the Public Art Advisory Group (as required), with the final decision made by Council.

3. Insurance

Public artworks on Shire owned land will be valued and insured by the Shire of Toodyay. Public artworks on private land will be the responsibility of the landowner.

4. 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 responsible to outline a maintenance program (for non- ephemeral art works) and provide an estimate of yearly maintenance costs.

5. Copyright, legal title and ownership

An artist's rights are protected under the Copyright Amendment (Moral Rights) Act 2000 (the Act). Under the Act, all original artwork must be attributed to the artist.

The ownership of the public artwork and copyright will be determined within the commission process, the contract and the land on which it is located. Unless otherwise agreed, copyright of both the preliminary visual material and the work itself should be retained by the artist.

6. Documentation

The Shire will maintain an art collection database.

7. De-accessioning and Disposal

Should the artworks deteriorate to the point that they cannot not 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 costs of deaccession and disposal. For art works on private land, the landowner will cover the costs.

8. Definitions

Art means "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."

9. 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 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).

10. 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;

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- (b) A person who has a track record of exhibit 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 – i.e. 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 their own artwork or undertaking public art commissions.

Council does reserve the right 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.

11. Contentious Public Art

People's interpretation of art will be influenced by their personal feelings, tastes, or opinions and art.

While the Shire aims for public art to provoke thought and discussion, it aims not to offend. Proposals incorporating any of the following will not be supported:

- (a) Negative racial stereotypes;
- (b) Political messages;
- (c) Sexually provocative nudity;
- (d) Sexist; and
- (e) Discriminatory.

The responsibility of determining what is contentious will be determined by Council.

12. 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.

13. Ephemeral Art

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

14. Emerging Artist

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

Reference Information

Related Documents

Related Legislation *Local Government Act 1995 (WA)*

Document Theme	Governance
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