

PUBLIC ART POLICY

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1. OBJECTIVE

This Policy aims to promote Public Art within the City of Karratha by incorporating it as part of Council capital works projects. It is based upon the City's Public Art Strategy Document (2011) and provides direction for Council in assessing and approving Public Art projects (both City of Karratha commissioned art and private developer initiatives).

An allocation of funds for Public Art is to be included within each new development or re-development capital works project for Council, valued over one million dollars.

2. PRINCIPLES

As identified in the City's Public Art Strategy Document (2011) the principles that underpin the City's Public Art Policy are as follows:

2.1 Vision

To enhance cultural vibrancy, celebrate local identities, create opportunities for community engagement, and shape our towns together by becoming the leading City for Public Art in Western Australia.

2.2 Values & Themes

- Express Community and Place Identity
 - Histories
 - Cultural heritage
 - Community aspirations
- Sense of Place
 - Unique natural assets (wonders)
 - Connection to land and environment
 - Climate and place responsive solutions (spatial openness, scale)
- Seeing Anew
 - Re-imaging industry
 - Environment
 - Community and local strengths
 - Aspiration (future hopes/inspiration)
 - Showing creative potential
- Engage
 - Community connections
 - Community interaction with surrounds
 - Build skills and creativity (environment or public space)
 - Community spirit

2.3 Goals

- Transform our public spaces into attractive, interesting and comfortable places that enhance the pedestrian experience.
- Stimulate vibrant, active places with more varied activities or experiences that encourage greater visitation and interaction.
- Develop a distinctive 'sense of place' by showcasing our diverse cultural heritage, unique natural environment and seeking climate responsive solutions.
- Foster community spirit and create welcoming places that encourage openness, inclusion and allow our community to express their diverse cultural identity and attachment to place.
- Be highly regarded for the extent and quality of our public art as a unique achievement in Western Australia.

3. POLICY PROVISIONS

This Policy and related Management Procedure document provides a clear and consistent framework of guiding principles and procedural requirements for the planning, development, approval and management of future Public Art projects in the City. For the purpose of this Policy the term "Public Art" is defined as the creative contribution of an artist in the planning, design, and/or production of artistic works for placement in, or as an integral part of public places and facilities.

Public Art is widely understood to encompass many forms, materials, processes, expected lifetimes and intended goals. It may be permanent, ephemeral or integrated with the built or natural environment.

Public Art may include, for example:

- artistic objects displayed or showcased in a public space (such as a sculpture, or moving image projection);
- artworks that identify or interpret a significant site, person, community, history or event (such as an interpretive marker, heritage trail, or monument);
- a component of an infrastructure or capital works project (such as functional street furniture, signage, lighting or ground-plane treatments); and
- an artist's conceptual contribution to the planning and design of the public domain (such as a playground design or the urban design master plan of a City precinct);

Processes of artist-led community participation linked to social and cultural strategies, that may or may not result in a physical outcome (such as workshops, performances or artist-in-residence programs) are encouraged by the City throughout the development of any Public Art project. This would be consistent with themes contained within Policy CE09: Community Engagement.

The City will consider proposals for acquisitions, donations or community initiated artworks where they address and meet the objectives and criteria of the Public Art Policy.

Permanent public artworks are to become part of the City Art Collection. Copyright is to be a joint ownership between Council and the artist(s).

The role of the *Public Art Advisory Group* is detailed under Section 6 – Roles and Responsibilities.

4. PUBLIC ART CATEGORIES

Up to 2% of the intended construction cost of each Council capital works project (valued over \$1 million) will be allocated to Public Art. These funds are to be incorporated by Council in the project budget and primarily used for the specific artistic component of the Project (see Public Art Management Procedure for further detail including provision for coordination, installation etc.).

Alternatively, where a multifaceted program of works is scheduled within a demarcated area (such as staged Master Plan works), the *Public Art Advisory Group* may select to combine multiple smaller Public Art budgets and compound the value into one project. The aggregated pool of 'Minor/Moderate Public Art' budgets may then be used to administer one 'Major Public Art' project.

The acquisition of Public Art is divided into four categories as outlined below, which will allow for a diversity of value and types of Public Art to be acquired. The relevant category will be determined based on the Public Art commission value.

4.1 Minor Public Art Project Budget

Public Art Project Budgets up to \$50,000.

The procurement of these pieces will be by way of a two-part process:

1. Request for Proposal
2. Request for Quote

The procurement of these pieces will be considered via the *Public Art Advisory Group* as outlined in the Terms of Reference and Council's Policy CG12: Purchasing Policy.

4.2 Moderate Public Art Project Budget

Public Art Project Budgets between \$50,000 and \$150,000.

The procurement of these pieces will be by way of a two-part process:

1. Request for Proposal
2. Request for Quote

The procurement of these pieces will be considered via the *Public Art Advisory Group* as outlined in the Terms of Reference and Council's Policy CG12: Purchasing Policy.

4.3 Major Public Art Project Budget

Public Art Project Budgets of \$150,000 and above.

The procurement of these pieces will be by way of a two-part process:

1. Expression of Interest
2. Request for Tender

The procurement of these pieces will be considered via the *Public Art Advisory Group* as outlined in the Terms of Reference and Council Policy CG12: Purchasing Policy.

Recommendations of the Public Art Advisory Group are subsequently provided to Council by way of a Report for endorsement.

4.4 Other Public Art

4.4.1 Donated Public Art: Public Art offered to the City of Karratha as a donation (whereby the donation will become the overall responsibility of Council to maintain) is to be referred to the *Public Art Advisory Group* for consideration.

Consideration will occur in accordance with the above categories (based on the value of the artwork) and take into account any ongoing financial commitments, including maintenance.

Once considered by the *Public Art Advisory Group*, a recommendation to Council will be presented by way of a Report.

4.4.2 Private Development Public Art: The City of Karratha encourages private developers to spend 1% of development costs on Public Art as part of their Development Approval requirements.

The City has developed commissioning procedures for the above Public Art categories and is available as a Management Procedure document.

5. CRITERIA

The following table relates to the procurement of Public Art in the City of Karratha:

Criteria	Acceptable Weighting Range
Value for Money (*)	≥50%
Applicant Understanding	≥10%
Relevant Experience	≥10%
Others as deemed appropriate (**)	Up to 30%
(*) as defined in Policy CG12: Purchasing Policy. (**) See Public Art Management Procedure for further detail.	

Weighting specific to each commission/project will be determined in accordance with the Public Art category and the *Public Art Advisory Group* Terms of Reference.

The commissioning value of any Public Art artwork is communicated at the Request for Proposal/Expression of Interest stage (detailed Section 4). As such, 'price' does not form a weighted criterion.

6. CONSEQUENCES

This policy represents the formal policy and expected standards of the Council. Appropriate approvals need to be obtained prior to any deviation from the policy. Elected Members and Employees are reminded of their obligations under the Council's Code of Conduct to give full effect to the lawful policies, decisions and practices of the Council.

7. ROLES AND RESPONSIBILITIES

Public Art Advisory Group: As outlined in the relevant Terms of Reference, the role of the Public Art Advisory Group is to guide and inform Public Art processes, as well as maintain the provisions of CS12: Public Art Policy.

It is the responsibility of All Staff to ensure that they adhere to the policy, direction and legislation.

All Officers are accountable for implementing the policy and ensuring that every person or organisation contracted to or acting on behalf of Council adheres to this policy. Council is responsible for the application of the policy. Council is responsible for the review of the policy.

8. REFERENCES TO RELATED DOCUMENTS

- Public Art Management Procedure
- City of Karratha Public Art Strategy Document (2011)
- *Public Art Advisory Group* Terms of Reference
- CG12: Purchasing Policy
- CE09: Community Engagement Policy

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Responsible Officer:	Manager Partnerships and Engagement

This Policy takes effect from the date of adoption by Council and shall remain valid until it is amended or deleted.