



CP 4.8 | Public Art

Objective

The purpose of the Public Art Policy is to define the parameters and priorities for the development of public art in the City of Perth (the City) in accordance with relevant industry standards and laws. The Policy supports the development and delivery of high-quality public art outcomes and valuable cultural assets for the community present and future.

Scope

The Public Art Policy guides the delivery of all City of Perth public art projects and programs and informs public art projects and programs delivered by others within the City of Perth's boundaries.

Definitions

Public art is an enduring, temporary or ephemeral work of art, created by an artist that has been commissioned or acquired specifically to be made accessible within the public realm.

For the purposes of this policy, public art does not include:

- Busking, art markets, pop-up galleries;
- Community arts programs;
- Commercial promotions in any form including business logos or brands;
- Directional/way-finding elements such as promotional advertising, signage or colour coding;
- Objects that are mass-produced or reproduced;
- Most art reproductions; or,
- Most services or utilities necessary to operate or maintain artworks.

Types of public art:

- Temporary Public Art: installed and then removed from site after a predetermined period with no lasting physical impacts on the site.
- Ephemeral Public Art: One-off events or performances with no lasting presence on site or that embrace their own natural dissipation/deterioration.
- Murals: artwork applied directly on a wall with permission of the property owner – murals are expected to have a shorter life span and as such are not registered as assets.



- Placemaking Elements: integrated aesthetic or cultural features of the built environment, some (not all) are the work of professional artists and may be dependent on the life and care of the building or environment into which they are integrated.
- Memorials and Monuments: works that perform a commemorative function and have been approved in accordance with the Policy 4.9 – Commemorative Works.
- Enduring Public Art: long lasting public art assets commissioned from professional artists for sites in the public realm.

Policy statement

1. Public art in the City of Perth provides an opportunity to showcase Perth's unique identity and diverse community.
2. It contributes to Perth's cultural heritage and encourages residents and visitors alike to explore and realise new ideas in the urban landscape. The Public Art Policy supports the goals and objectives of the Strategic Community Plan 2022-2032 and associated Strategies and Plans relating to the design, character and amenity of the public realm.

Principles

3. The following guiding principles apply to public art in the City of Perth. Public art will:
 - a. Acknowledge all Western Australians as stakeholders in the capital city community and the City will work in partnership and collaboration to deliver public art that creates a sense of place, identity and pride in the city.
 - b. Engage and include the City of Perth's diverse communities, irrespective of age, ability, social or cultural background.
 - c. Acknowledge and celebrate Aboriginal people and culture, storytelling and traditions, in consultation with Aboriginal communities.
 - d. Uphold artistic freedom and encourage commentary and debate as a sign of a healthy and engaged community.
 - e. Contribute to creating an internationally recognisable identity, attracting visitors to the city and delivering both direct and indirect economic benefits.
 - f. Showcase the best of contemporary Western Australian, Australian and international art, encouraging new ideas and the application of new technologies and approaches, delivering public art of the highest aesthetic and fabrication standards.
 - g. Be preserved and promoted as a valuable resource for the community and managed and developed sustainably and responsibly in accordance with the City's asset management policies and best practice industry standards.



- h. Respond to the unique characteristics, needs and opportunities within each of the six distinct neighbourhoods in the Perth local government area.

Roles and Responsibilities

4. The City of Perth has a collection of major, historic and contemporary works of public art, memorials and monuments, commissioned or acquired by the City specifically for public sites in Perth. The City of Perth's Public Art Collection is managed in accordance with Council Policy 4.7 Cultural Collections.
5. Management and delivery of public art is guided and assisted by the expert advice of professionals who are members of the following panels/groups established by the City:
 - a. Culture and Arts Advisory Group
 - b. Elders Advisory Group
6. Where appropriate and feasible, the City may assist with the commissioning of new public art interventions on private property via co-funding through dedicated grant programs.
7. The City will endeavor to contribute 0.5% for City funded urban redevelopment projects over \$1 million, to a maximum commission value of \$500,000, budget and resources permitting, for the commissioning of meaningful public art outcomes, in alignment with industry best-practice.
8. The City encourages the integration of meaningful public art within private development and recommends commissioning in alignment with industry best-practice.
9. Third parties may plan to include public art in their developments. Ownership, care and responsibility for any art asset in the public realm is only to be accepted by the City of Perth when the work complies with the criteria detailed in the Public Art Policy, and when the developer has:
 - a. Obtained the City's prior, in principle acceptance of the assets; and
 - b. Invited and facilitated participation of a representative from the City as an observer and advisor at all key stages of the planning, development and delivery of the assets.
10. During exhibition and display, and in subsequent management of public art works and related materials, the City of Perth will observe and work to protect the creator's moral rights in accordance with the *Copyright Amendment (Moral Rights) Act 2000*.
11. The use and reproduction of works of public art or related images shall be in accordance with contractual agreements established with the Artist and all relevant laws governing copyright and intellectual property, notably the *Copyright Act 1968*.
12. The lifespan and the City's commitment to the maintenance of any work of public art will be established at the point of acquisition or commission by written agreement between the City of Perth and the Artist/s. Irrespective of whether a work has reached the end of its life, the City of Perth is not obliged to maintain or conserve any works of public art that:
 - a. Have been irreversibly compromised by their physical condition or to changes to their environment;or,



- b. Represent an obstacle or risk to people or the intended use of the site.

Criteria

13. Decisions about the delivery of works of art in the City of Perth's public realm will be made on the basis of the following criteria, ensuring:
- a. Consistency with the principles set out in the City of Perth Public Art Policy.
 - b. Alignment with the objectives set out in the City's Strategic Community Plan 2022-2032, cultural plans and policies and other relevant strategic, program, and project plans and frameworks.
 - c. Commissioned public art addresses the requirements of the relevant briefs.
 - d. Compliance with all relevant codes and regulations applicable to works in the public realm and the site and intended use of the work.
 - e. Artistic excellence, as befits work displayed in a capital city.
 - f. Quality fabrication, physical integrity and durability appropriate to the work's intended lifespan to minimize maintenance or conservation requirements.
 - g. Inclusive display to a diverse audience without hindrance to public access or safety, and, where relevant, without breaching the creator's moral rights.
 - h. Relevance and appropriateness to site, the City of Perth and its community of residents, businesses and visitors.
 - i. Sustainable outcomes, considering immediate and future costs, including costs associated with any impacts on the site or its management.
 - j. Authentic and original works of ethical provenance.



Document control

Policy context

Legislation, standards & external guidelines	<i>City of Perth Act 2016</i> <i>Copyright Act 1968 (Cth)</i> <i>Copyright Amendment (Moral Rights) Act 2000 (Cth)</i> <i>Local Government Act 1995</i>
Policies and procedures	CP 4.9 Commemorative Works CP 2.2 Purchasing Policy CP 2.12 Asset Management CP 4.7 Cultural Collections
Strategies, plans and frameworks	Public Art Strategy 2015 Public Art Procedure Temporary Memorial Plan 2019

Document custodian

Alliance	Community Development	Service unit	City Culture
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Review management

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Document management

Version	Adopted by	Adoption date	Synopsis of changes
1.0	Ordinary Council Meeting	15 December 2015	Council Policy 1.5 – Public Art adopted
2.0	Ordinary Council Meeting	27 July 2021	Council Policy 4.8 adopted - supersedes revoked Council Policy 1.5 – Public Art
3.0	Ordinary Council Meeting	29 August 2023	Council Policy amended – minor administrative changes