

Policy

Public Art

Reference number:	SG51
Type:	Strategic
Legislation:	NA
Procedure:	Public art procedure (PR-0017)
Delegation:	NA
Other related document:	City of Fremantle Public Art Plan 2012 - 2015 Public Art and Percent for Art Guidelines

Objective

The City of Fremantle recognises that public art plays a significant role in the cultural, economic, social and artistic vitality of the city.

Policy

The City of Fremantle will create a public art program that animates and activates public spaces with high quality artistic work.

1. Definition

Public art is broadly defined as work or activity designed by artists, installed in the public space and accessible to the general public. The work may be temporary or permanent, located in a public space or facility provided by both the public and private sector. Public art also includes the contribution of a conceptual idea by an artist to the design of a public space or facility.

2. Principles

This Public Art Policy identifies six principles to guide the prioritisation and implementation of public art in the City of Fremantle.

2.1 Budget allocation

The City of Fremantle will allocate an annual budget to enable the delivery of a high quality public art program.

2.2 Public Art Program

The Public Art Program will commission both permanent and ephemeral artworks covering all precincts in the City of Fremantle. Permanent artworks will be commissioned from time to time to a standard appropriate for incorporation into the City's Public Art Collection. Ephemeral artworks will be commissioned on an annual basis to activate city spaces.

Proposed artworks will be assessed by an expert panel to ensure commissions embody artistic excellence and integrity. The program will employ professional artists with local, national or international profiles.

The City acknowledges that public artworks are not limited to sculpture and that the program will include all mediums, extending to ephemeral or conceptual arts activities.

2.3. Development planning

To achieve high quality public artworks for the Public Art Collection, the City will ensure public art is incorporated at the inception stage of development planning. The early engagement of artists working with designers, architects and town planners in the public art process will provide distinctive and integrated art works. Comprehensive Public Art and Percent for Art Guidelines will be adopted to guarantee this.

2.4. Strategic partnerships and community engagement

The City will develop and build on key strategic partnerships to maximise public art opportunities across the Fremantle area.

(a) Government

Develop relationships with key stakeholders to create opportunities for more substantial public art projects. Partners may include the Fremantle Port Authority, Departments of Transport, Education, Culture and the Arts and Indigenous Affairs, local and national arts organisations, Australia Council, WA Museum, academic institutions other municipalities and government agencies.

(b) Business

Build and develop partnerships with businesses with a local presence to enhance the City's Public Art Program and Percent for Art Scheme.

(c) Community

Facilitate artists, artist groups and community organisations to develop public art opportunities within the City.

2.5 Manage and promote

The City acknowledges its role in encouraging the community's appreciation and understanding of art. The City will provide signage, publications, an online interactive database and education programs (both online and downloadable) to enable public access to the Public Art Collection.

The City will maintain the Public Art Collection in accordance with national museum standards and codes of conduct to enable public access and informed management decisions by staff.

2.6 Recognise and celebrate Aboriginal stories and heritage

The City of Fremantle recognises the importance of preserving, strengthening and building an appreciation of Aboriginal culture in Fremantle. The City will commission works by Aboriginal artists to promote a wider understanding of Indigenous culture. The City will encourage a mentoring approach where appropriate to increase Aboriginal artist involvement in percent for art and public art commissions.

Responsible directorate:	Community development
Reviewing officer:	Fremantle arts centre director
Decision making authority:	Council
Council item number:	SGS1208-7
Policy adopted:	22 August 2012
Policy amended:	22 August 2012
Next review date:	2015