



8/002 Public Art

Objective

The objective of this policy is to allow residents and visitors to discover and to enjoy a unique natural and urban environment that offers a strong sense of local place. In particular to:

- Invigorate the town by increasing its artistic profile, making it a vibrant place in which to live, work and visit.
- Promote the works of artists living in or coming from the Port Hedland region.
- Contribute to the growth of cultural tourism.
- Improve the visual and social amenity of the Town of Port Hedland.
- Encourage a greater understanding and appreciation of our cultural heritage.
- Create employment and training opportunities for local people in this field.
- Create a framework for the conservation and care of Council's public art.
- Create passive recreation opportunities for the community.

Content

New Works

The Town of Port Hedland Public Arts Projects will focus on:

- Integrating public art into the streetscape.
- Enhancing the natural environment.
- Reflecting the diverse cultural heritage of our community in a reflective and responsive way.
- Imaging the unique environmental features of our town and region.

In developing Public Art works the Town of Port Hedland will:

- Demonstrate a commitment to innovation, excellence and diversity.
- Establish partnership projects between the Town of Port Hedland, the private sector, community groups and government agencies.
- Give priority to local artists for public arts projects.
- Create opportunities for employment, training and mentoring of local artists through public arts projects.
- Promote Civic pride by involving the community in the creative planning process.
- Create opportunities for passive recreation.
- Place emphasis on works having relevance to the site.
- Incorporate public art as an integral component in capital works projects instigated by Council.
- Involve artists from the early stages of planning of capital works projects instigated by Council.

- Encourage artists to collaborate with town planners, architects, urban designers, business and industry in Council capital works projects and private sector development.
- Provide criteria, guidelines and a Contract for artists for all public artwork projects, based on contracts developed by the Arts Law Centre of Australia.

Criteria for public art selection

- The excellence and innovation of the work.
- The ability and skills of the artist to undertake the work.
- The involvement of local artists in the work.
- Opportunities for employment, training and mentoring of local artists through the work.
- An understanding of the diverse cultural heritage of our community in a reflective and responsive way.
- The historical, cultural or social significance of work to the Port Hedland region.
- The relevance of work to the site.
- The relevance to Council strategic, cultural, heritage, planning or environmental policies.
- The safety, maintenance and durability of the artwork.
- Community involvement in the creative process and community support for the work.
- The enhancement and vitalization of public areas.
- The development of a partnership with the private sector, community groups and government.
- The ability to attract external funding for the project.

Definitions

“Public Art” Is defined in the broadest sense as artistic works or activities created for, located in, or developed as part of a public facility or space. Public Art includes any planning or conceptual contribution of an artist to the design of public facilities and spaces.



Relevant legislation	-
Delegated authority	-
Business unit	Marketing, Events and Communications
Directorate	Development, Sustainability & Lifestyle

<i>Governance to complete this section</i>			
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