

Town of Port Hedland

Interim Public Art Strategy

June 2013

Introduction

A clear vision and a well thought out public art strategy is one way to ensure public art projects are delivered in a strategic manner which will provide maximum community benefit.

This public art strategy reflects the role of public art in place making and provides a clear direction for commissioning public art within the Town.

The strategy underpins the Percent for Public Art Policy being investigated by Council at this strategy's inception.

It is recommended that this Interim Public Art Strategy be reviewed within 12 months of adoption.

Purpose

The Interim Public Art Strategy is the foundation for the Town of Port Hedland's commitment to enhance the built environment through public art installations. Public artwork is a means to reflect on the local identity, culture, unique history, people, events and future aspirations through the appropriate placement of quality, relevant and meaningful works.

Vision

The Town of Port Hedland considers there is a need to protect and enhance the utility, amenity and identity of the public spaces such as town centres, commercial nodes, main streets, entry points, squares, foreshores and parks within its municipality.

This strategy will assist in achieving the following objectives:

- Improve the quality of the Town's built environment through the use of high quality public artworks
- Increase the social, cultural and economic value of the Town
- Develop and promote community identity within the Town
- Enhance a sense of place by encouraging public art forms which reinforce and highlight early settler and Indigenous history, cultural heritage and contemporary traditions.

Relationship to Town of Port Hedland Strategic Community Plan 2012 – 2022

The successful application of the Interim Public Art Strategy and resultant art works will address several elements of Council's Strategic Community Plan 2012 – 2022. These are:

Strategic Theme 1: Community

1.2 Vibrant

- Commit to improving the quality of life and wellbeing of residents

1.3 Rich in Culture

- Strengthen local communities, history and culture
- Promote the arts and culture

Strategic Theme 4: Local Leadership

4.2 Community Focused

- Local leaders In the community who provide transparent and accountable civic leadership which advocates for community needs and aspirations

Definition of Public Art

Public Art - For the purposes of this strategy, 'Public Art' is defined as being site-related and place-responsive art in the public domain which includes the process of engaging artists' ideas, enhances the built and natural environments and adds value to character and cultural identity through the use of a diverse range of art forms and design applications. Public Art is to be developed by a public artist.

Public (Professional) Artist – means a regular exhibitor of artwork, offering work for sale, or selling work; having been awarded or eligible for a government grant; selected for public exhibition, awards or prizes; having secured work or consultancies on the basis of professional expertise, having had work acquired for public or private collections; being a member of a professional association on the basis of his/her status as a professional artist.

Public Art projects include:

- Building features and enhancements such as bicycle racks, gates, benches, fountains, playground structures or shade structures which are unique and produced by a professional artist
- Landscape art enhancements such as walkways, bridges or art features within a garden
- Murals, tiles, mosaics or bas-relief covering walls, floors and walkways. Murals may be painted or constructed with a variety of materials
- Sculpture which can be freestanding or wall supported in durable materials suitable for the site
- Fibreworks, neon or glass art works, photographs, prints and any combination of media including sounds, film and video systems.

Public Art projects do not include:

- Commercial promotions in any form
- Directional elements such as supergraphics, signage or colour coding
- 'Art objects' which are mass produced such as fountains, statuary or playground equipment,
- Most art reproductions
- Landscaping or generic hardscaping elements which would normally be associated with the project
- Services or utilities necessary to operate or maintain artworks.

Key Themes for Public Art

Public art in the Town of Port Hedland is expected to consider the following elements:

- Historical interpretation – reflect the shared history of the Town
- Contemporary representation – abstract interpretation of the Town's identity
- Environmental interpretation – reflection of the Town's natural, social and built environment
- Cultural interpretation – recognition of the multi-cultural history of the Town, including its rich Indigenous culture
- Function and form – contribution to Town's sense of place.

Selection of Public Art

Percent for Public Art Policy projects and art works will be selected as per the adopted Percent for Public Art Policy and Guideline documents.

Any further works and projects will be selected using the description and criteria below.

Selection of artists and artworks will be carried out by a panel with a range of design and planning expertise. It is recommended that selection of artworks valued at less than \$50,000 be carried out in-house by the Shire and that community representatives and/or specialists be co-opted for artworks of greater value, and may include Council representation in some cases.

The criteria for public art selection are as follows:

- Adherence to objectives, and key themes set out in this Interim Strategy
- Degree of excellence and innovation of the work
- Ability and skills of the artist to undertake the work
- Durability of materials
- Accessibility by the public
- Legality and safety
- Community involvement in the creative process and community support for the work
- Development of partnerships with the private sector, arts and community groups, local artists and government, ability to attract external funding for the project
- Suitability of the work in the context of the site and surrounding areas.

Project Implementation

It is recommended that the specialist agreement formulated by the national body 'Arts Law' for the design and commissioning of public artwork be used generally when engaging artists.

An Art Consultant, Project Manager or external Public Art Coordinator can be required to oversee larger scale commissions. The role of the coordinator is to manage and facilitate the commissioning process and to achieve the best possible artistic outcome for the client, the community and the site and to support the client and the artists throughout the commissioning process.

All projects, whether they are managed by internal or external stakeholders, will give due regard to planning and building policies and procedures.

Placement of Public Art

This strategy encourages all future public art works to be placed in public spaces, in order to achieve community benefit by way of engagement, site activation and sense of place. The term 'sense of place' captures the identity of places. It embraces natural and cultural features, the distinctive sights, sounds and experiences rooted to that place, its atmosphere and people. Places with a strong 'sense of place' have a clear identity and character that is recognisable by inhabitants and visitors alike.

The inclusion of public art has been included in significant strategic planning for key projects including the development of the Old Port Hedland Cemetery, Cemetery Beach Park, proposed development of the Foreshore Master Plan, Integrated South Hedland Community Facilities and Trails Master Plan.

For the purpose of the Percent for Public Art Policy, the Town has identified a number of Precincts for the installation of public art. These precincts inform the placement of Public Art Projects funded by cash-in-lieu contributions as prescribed by Section 3 of the Policy Statement.

These locations, and others, will be re-assessed upon the review of this Interim Public Art Strategy.

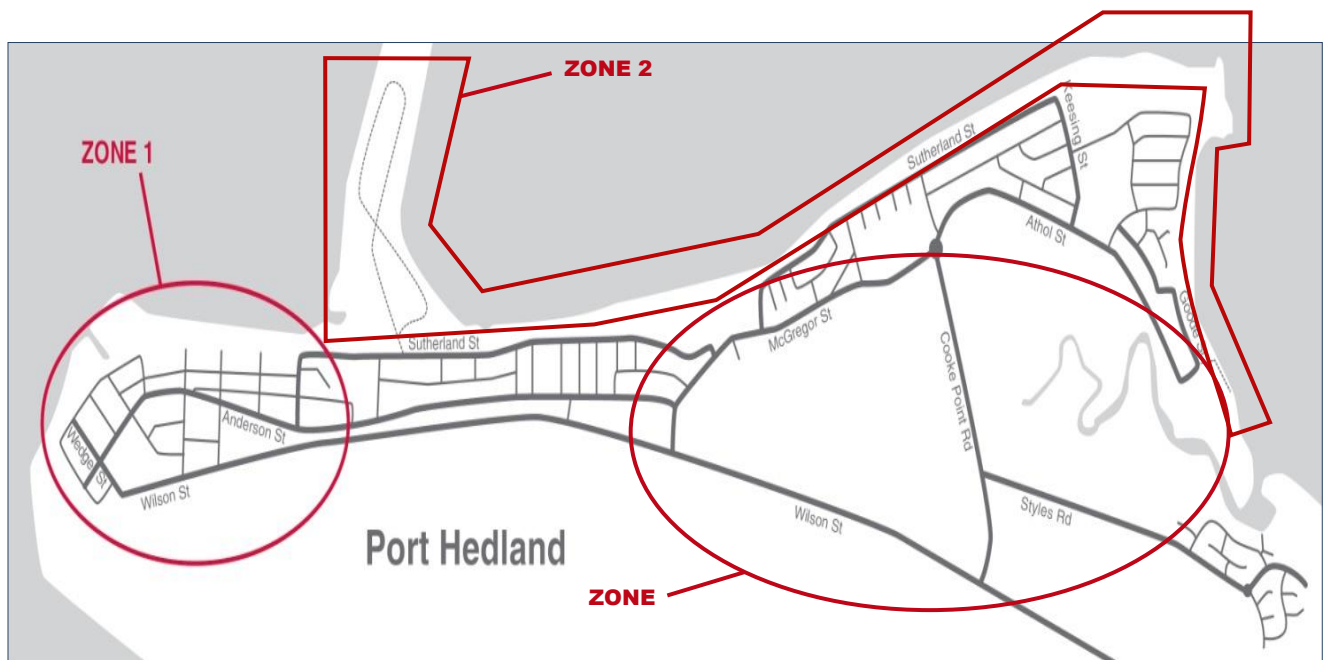


Figure 1: Port Hedland – Zones 1, 2 and 3

1. Zone 1 - West End Cultural Precinct

The West End is known as the cultural hub of Port Hedland. Centred around Wedge Street and the iconic port with its industrial function, this area boasts significant cultural heritage links to Hedland's past.----- It is the commercial centre of Port Hedland.

2. Zone 2 - Marina and Foreshore Precinct

The heart of the Port Hedland Foreshore and entrance to the Port, the Marina and the broader Foreshore Precinct is a mixing pot of industrial, coastal, cultural and natural heritage themes. This area represents a hub for community recreational and lifestyle opportunities.

3. Zone 3 – East End, Port Hedland

Significant natural heritage values are reflected in upcoming development in this Precinct, with a focus on the Pretty Pool Creek and its connection to the ocean. The mangrove eco-system offers a link to natural flora and fauna. This Precinct also includes the heritage site of the Aboriginal strike of the 1940's and other significant cultural heritage values.

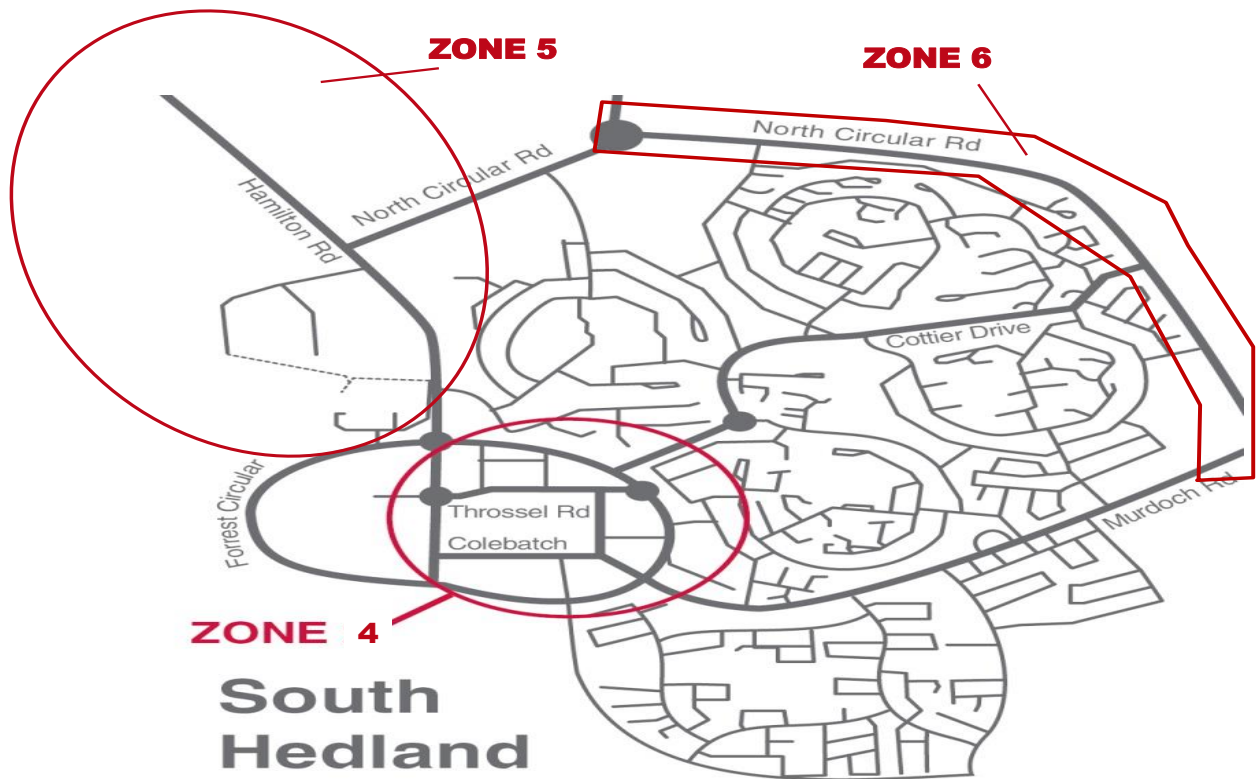


Figure 2: South Hedland - Zones 4, 5 and 6

4. Zone 4 - South Hedland Town Centre

The largest activity centre of the region, the newly redeveloped town centre supports the significant concentration of development and investment. It is a focus for present, and future, community and cultural facilities.

5. Zone 5 – Hamilton Western Entrance

Forming the western entrance to South Hedland, this Precinct frames the first impressions of the Town. Iconic art in this Precinct should reflect the culture of the South Hedland community – vibrant, welcoming and multicultural.

6. Zone 6 – Eastern Entrance

Forming the eastern entrance to South Hedland, this Precinct frames the first impressions of the Town. Iconic art in this Precinct should reflect the culture of the South Hedland community – vibrant, welcoming and multicultural.

7. Zone 7 – Wedgefield Precinct

As Hedland's light industrial area, Wedgefield supports a variety of light and service industry premises as well as a small residential component. Bounded by the Great Northern Highway to the south, and soon to be constructed bypass to the north, this area has had a key role to play in servicing the town's growth. This precinct encompasses the entirety of the Wedgefield precinct, and extends along the Great Northern Highway to Redbank Bridge, and westwards to the BHP Billiton Rail Crossing.

Funding

Percent for Public Art Policy

At the time of development of this Strategy, the Town was investigating the adoption of a Percent for Public Art Policy which will apply a Percent for Public Art approach to development proposals or improvements for built form. Under this policy, where cash in lieu of the provision of public artwork is provided by developers, the funds will be pooled in a Public Art Fund and contribute to a major work generally within identified precincts.

Town Funding

In order to raise awareness of cultural heritage and history through public art and interpretation in public places, it is recommended that Council consider a funding program that provides public art in key projects, cultural spaces and other places that would not otherwise benefit from outcomes provided by existing policy mechanisms.

External Funding

External funding for public artwork can also be sought from various organisations including:

- Local industry partners
- Local organisations and businesses
- LotteryWest
- Department of Culture and the Arts
- Healthway
- Australian Arts and Business Cultural Fund
- Australia Council.

Ongoing Management

Commissioned artists will provide a maintenance schedule with cost estimates. At the time of commissioning, this schedule will be aligned and budget with annual site landscaping and public open space works. The artist will be invited to conduct or oversee repairs on the work, for a fee, wherever possible.

The Town may decide to remove or decommission an artwork because it is in an advanced state of disrepair or damage, no longer considered suitable for the location or for other reasons such as a safety risk. In such instances, the Town will consult with the artist, where possible, prior to making a decision to remove and prepare a documented archival record of the artwork prior to its removal.

The Town will enter all public artworks that it has commissioned and those on Crown land on the Asset Register and these works will be managed through the Asset Management Plan.