

Visual Arts Policy

City Policy

Responsible Directorate: Corporate Services

Objective: To guide the delivery of a contemporary visual arts program that supports quality cultural opportunities for the local community, recognising the value of culture in our society as a driving force for change, innovation, vibrant communities, a strong sense of place, the economy and tourism.

1. Definitions:

“contemporary art” means an artwork that is conceptually resolved and is reflective of the artist’s current practice. It is not based on style, subject matter, medium or artistic approach.

2. Statement:

With the anticipated growth and development of the City Centre, it is considered a priority for the City to cultivate a modern, urban and culturally-enriched environment with a quality, contemporary visual art programme.

The City supports the implementation of this program with a focus on:

- a. Developing a high quality contemporary art collection for the enrichment of residents and the broader community.
- b. Enhancing the reputation of the City as a modern, vibrant, and culturally enriched environment with global ambitions for residents and visitors.
- c. Supporting Western Australian artists and the local arts industry.
- d. Enhancing the City’s historical records through commissioning artworks that reflect and capture local flora, fauna and iconic landmarks of the City.
- e. Providing opportunities to educate the City’s residents through participation and access to contemporary visual art and the City’s Art Collection.

3. Details:

3.1. Visual Arts Program:

The City will continue to enhance and develop the City's art collection, comprising of visual art, public art and mural art, through the following mechanisms:

- Artwork acquisition
- Artwork commissioning
- Publicly accessible artwork and programming
- Art awards
- Creative opportunities for the local community
- Artist residencies
- National and international opportunities
- Partnerships
- The WA State Government's Percent for Art Policy

3.2. Program Management:

Following the principles of best practice as outlined by the National Association for the Visual Arts (NAVA), the City's Visual Art Programme will be guided by the Art Collection Management Plan.

Following the principles of best practice and National Standards for Australian Galleries and Museums, the City's Art Collection will be guided by an Art Collection Management Plan.

3.3. Art Collection:

The Purpose of the Art Collection is to properly conserve, maintain and grow the value of the City's art and cultural assets; and to preserve, protect and promote the unique social and cultural identity of the city.

As the custodian of an art collection, the City manages the artworks according to museum industry standards of collection development, preservation and access as guided by the National Standards for Australian Museums and Galleries. Through the strategic management of the collection, the City is committed to ensuring its ongoing significance for the City of Joondalup.

The aims of the Art Collection are to:

- i. support contemporary art and artists, with a focus on local and Western Australian artists;
- ii. acquire exemplary artworks that are contemporary, conceptually resolved and reflect current practice;
- iii. provide Joondalup citizens with access to high quality, contemporary visual art;
- iv. be of sufficient scope and range to sustain a diversity of views and interpretations;
- v. increase the understanding and enjoyment of contemporary art as they pertain to the culture of the City;
- vi. develop the Collection holdings by attracting donations, bequests and other means of support;

- vii. acquire items that will appreciate in value over time; and
- viii. operate guided by museum standards.

Members of the Policy Committee will be consulted by the Chief Executive Officer regarding the acquisition of visual art by artists of significance that are consistent with developments in Western Australian contemporary art based on advice from respected and relevant industry arts professionals.

Creation Date: June 1999 (CJ213-06/99)

Formally:

- *Art Collection Policy*
- *Museum Collections and Operations Policy*
- *Public Art Policy*
- *Cultural Development Policy*
- *The City's Art and Memorabilia Collections Policy*

Amendments: CJ206-10/05, CJ238-12/06, CJ186-09/07, CJ052-04/08, CJ108-06/12 and CJ044-03/16

Related Documentation:

- *Public art implementation process*
- *Art collections and acquisition management strategy*
- *Museum collection management strategy*
- *Register of Delegation of Authority*