

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 arts programme.

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

- i. Developing a high quality contemporary visual art collection for the enrichment of residents and the broader community.
- ii. Enhancing the reputation of the City as a modern, vibrant, and culturally enriched environment with global ambitions for residents and visitors.
- iii. Supporting Western Australian artists and the local arts industry.
- iv. Enhancing the City’s historical records through commissioning artworks that reflect and capture-the social, urban, cultural or natural attributes of the City of Joondalup.
- v. Pursuing national and international programming opportunities that benefit the City’s Australian and global profile and contribute to the life of this region.
- vi. 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. 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 Visual Arts Policy. 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.

3.2. Visual Arts Program:

The City will continue to enhance and develop the City's visual arts program comprising of its art awards, art collection, 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

Note: The Public Art Policy contains further details in relation to the management of public art.

3.3. City of Joondalup Art Collection:

The Purpose of the City's 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 City's Art Collection are to:

- i. support contemporary visual 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 visual 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.

Acquisitions of contemporary visual art by artists of significance that are consistent with developments in Western Australian contemporary art will be based on advice from respected and relevant industry arts professionals. Members of the Policy Committee will be engaged by the CEO regarding acquisitions that have a value greater than \$10,000 (excluding GST).

Creation Date:	June 1999 (CJ213-06/99) Formally: <ul style="list-style-type: none">• <i>Art Collection Policy</i>• <i>Museum Collections and Operations Policy</i>• <i>Public Art Policy</i>• <i>Cultural Development Policy</i>• <i>The City's Art and Memorabilia Collections Policy</i>
Amendments:	CJ206-10/05, CJ238-12/06, CJ186-09/07, CJ052-04/08, CJ108-06/12, CJ044-03/16 and CJ213-12/22.
Related Documentation:	<ul style="list-style-type: none">• <i>Register of Delegation of Authority</i>• <i>Art Collection Management Plan</i>• <i>Public Art Policy</i>