

**Council Policy**  
**CP046**  
**ART DEVELOPMENT FUND POLICY**

<b>Officer</b>	Manager Arts, Culture and Events	<b>Owner</b>	Director of Creative Communities
<b>Review Frequency</b>	Triennial	<b>Next Review</b>	July 2015
<b>Council Resolution number and date</b>			
<b>Mayor</b>	Signature	<b>Chief Executive Officer</b>	Signature

**OBJECTIVE**

This policy establishes the funding model and guiding principles for:

- the development of public art in the City of Greater Geraldton;
- creative public place-making in the City of Greater Geraldton;
- the acquisition of art work for the City Art Collection; and
- the development of the Mid West Art Prize.

**SCOPE**

This Policy applies to elected members, the Public Arts Advisory Committee, the Geraldton Regional Art Gallery Advisory Committee, City of Greater Geraldton employees, and Geraldton Regional Art Gallery employees.

**DEFINITIONS**

**Public art means:**

- permanent and temporary visual arts features and installations, which may include new media, in design and construction; and
- collaborations between an artist or artists, architects and urban designers to create features that integrate art into the fabric of communities.

**Creative public place-making means:**

The strategic shaping of the physical and social character of a neighbourhood, precinct or city that:

- animates public and private spaces;
- rejuvenates structures and streetscapes;
- improves local business viability and public safety;
- brings together persons of diverse backgrounds to express and celebrate culture, and to inspire and be inspired; and
- results in public places and spaces that embrace community, and encourage artistic and cultural vibrancy.

**The City** means the organisation of the City of Greater Geraldton.

**Public Arts Advisory Committee** means all current members of the City of Greater Geraldton's Public Arts Advisory Committee as established by Council.

**Geraldton Regional Art Gallery Advisory Committee** means all current members of the City of Greater Geraldton's Geraldton Art Gallery Advisory Committee as established by Council.

**City of Greater Geraldton Employees** means all people employed by the City of Greater Geraldton, permanent, fixed term, casual, apprentice, trainee, independent contractors and volunteers.

**Geraldton Regional Art Gallery Employees** means all people employed by the Geraldton Regional Art Gallery, permanent, fixed term, casual, apprentice, trainee, independent contractors and volunteers.

## **POLICY PRINCIPLES**

### ARTS DEVELOPMENT RESERVE FUND

The City is committed to the arts in Greater Geraldton and will ensure its development with funding security and consistency through the establishment of an Arts Development Reserve Fund that will be allocated, subject to Council's annual budgeting process and agreement of funding bodies, an amount equivalent to a maximum of:

- 0.5% of general rate revenue each year;
- 0.5% of the value of all new capital expenditure on infrastructure and community facilities over \$1,000,000; and
- Voluntary contributions of 1% from capital expenditure on private sector developments.

The Arts Development Reserve Fund will be distributed as follows:

- 75% for public art and creative public place-making;
- 10% for City Art Collection acquisitions;
- 10% for the Mid West Art Prize; and
- 5% for the provision of mentoring, education and collaboration opportunities for local artists.

The Public Arts Advisory Committee will advise on all matters relating to public art, creative public place-making, and capacity-building opportunities for local artists.

The Geraldton Art Gallery Advisory Committee will advise on all matters relating to acquisitions of art for the City Art Collection and the Mid West Art Prize.

The CEO has delegated authority to endorse Public Art Projects as recommended by the Public Arts Advisory Committee within the budget allocations and this policy framework.

The CEO has delegated authority to endorse City Art Collection acquisitions as recommended by the Geraldton Regional Art Gallery Advisory Committee within the budget allocations and this policy framework.

## INVOLVING LOCAL ARTISTS

This policy articulates Council's commitment to ensuring opportunities are created for capacity building of local artists through the provision of mentoring, education and collaboration opportunities in arts projects.

Local artists will be invited exclusively to respond to expressions of interest for projects up to a value of \$100,000 in the first instance. Should the Public Arts Advisory Committee deem that no suitable expressions of interest were received from local artists, expressions of interest will be sought broadly outside the City of Greater Geraldton.

## CREATIVE PLACEMAKING AND PUBLIC ART PROJECTS

Creating space for cultural celebration shall aim to:

1. animate public spaces;
2. rejuvenate structures and streetscapes;
3. improve local community viability and public safety; and
4. bring together persons of diverse backgrounds to celebrate, and to inspire and be inspired.

Any proposed public art project including acquisitions, donations or commissions shall:

1. Be of high quality and merit as assessed by the Public Arts Advisory Committee;
2. Be consistent with established planning and heritage policies and principles;
3. Conform to any master plan or guidelines for the precinct or location in which the work is to be sited;
4. Be suitable for the chosen site and meet engineering, safety, traffic or other technical specifications as determined by the City;
5. Be appropriate for the chosen site and meet a high standard of artistic, aesthetic and qualitative requirements;
6. Demonstrate a commitment to involving local artists as per this policy;
7. Meet other specific requirements as outlined in the scoping brief; and
8. Shall be subject to selection processes adopted by the Public Arts Advisory Committee and/or the Geraldton Regional Art Gallery Advisory Committee.

## EXTERNAL FUNDS CONTRIBUTIONS

1. Where a developer chooses to make a contribution of funds towards the Arts Development Reserve Fund, the funds will be deposited into the Fund; and
2. Donations from individuals or charitable organisations will be deposited into the same fund and will be applied to projects either identified by the donor or developed by the Public Arts Advisory Committee.

## ARTWORK CONTRIBUTIONS BY EXTERNAL AGENCIES

The City is occasionally offered donations and gifts of existing artworks, sculptures, memorials and other objects from a wider variety of sources or is offered funds or sponsorship specifically to acquire such objects or to have new artworks produced.

Given the enormous variety, range of quality, suitability for site/s and the onus on the City for the care, repair and maintenance of such donations or gifts, the City may not necessarily accept such donations or gifts.

In order to be considered, sponsorships, donations, bequests and gifts must:

1. Meet the aims of this policy;
2. Meet the approval requirements for a public art project and/or the aims and guidelines of the City Art Collection Policy
3. Be approved by the Public Arts Advisory Committee and/or the Geraldton Regional Art Gallery Advisory Committee.

#### DECOMMISSIONING/DISPOSAL OF ART WORKS

- The City's public art inventory and the City Art Collection will be reviewed every five years;
- The Public Arts Advisory Committee is responsible for developing the criteria, processes, procedures and communication protocols for the decommissioning of public art work; and
- The Geraldton Regional Art Gallery Advisory Committee is responsible for developing the criteria, processes, procedures and communication protocols for the disposal of City Art Collection art work.

#### **WORKPLACE INFORMATION**

Local Government Act 1995

Freedom of Information Act 1992, including associated regulations

City of Greater Geraldton's Code of Conduct

City of Greater Geraldton Creative City Plan

#### **ROLES AND RESPONSIBILITIES**

The Director of Creative Communities is responsible for the implementation of this Policy.

#### **ATTACHMENTS**

- Public Arts Advisory Committee's Terms of Reference
- Geraldton Regional Art Gallery Advisory Committee's Terms of Reference

NB: This policy is one of a suite of policies that guide the art and cultural development in the City of Greater Geraldton and needs to be read in that context.