

minutes

Art Collection and Advisory Committee

MEETING HELD ON **THURSDAY, 25 OCTOBER 2012**

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CITY OF JOONDALUP

MINUTES OF THE ART COLLECTION AND ADVISORY COMMITTEE HELD IN CONFERENCE ROOM 1, JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP ON THURSDAY, 25 OCTOBER 2012.

DECLARATION OF OPENING

The Presiding Member declared the meeting open at 6.31pm.

ATTENDANCE

Committee Members:

Cr Liam Gobbert	<i>Presiding Member</i>
Cr John Chester	<i>Deputy Presiding Member</i>
Cr Mike Norman	
Cr Sam Thomas	

Officers:

Mr Mike Tidy	Director Corporate Services
Mr Mike Smith	Manager Leisure and Cultural Services
Mr Thomas De Mallet Burgess	Coordinator Cultural Services
Ms Amanda Alderson	Curator
Mr Alex MacIver	Visual Arts Officer
Mrs Lesley Taylor	Governance Officer

There were no members of the public and no members of the press in attendance.

PUBLIC QUESTION TIME

Nil.

PUBLIC STATEMENT TIME

Nil.

APOLOGIES AND LEAVE OF ABSENCE

Apologies:

Mr Garry Hunt, Chief Executive Officer
Mayor Troy Pickard
Cr Kerry Hollywood
Cr Tom McLean, JP
Cr Teresa Ritchie

Leave of Absence previously approved

Cr Russ Fishwick, JP	29 September to 9 November 2012 inclusive.
Cr Christine Hamilton-Prime	1 November to 25 November 2012 inclusive.
Cr Brian Corr	6 November to 16 November 2012 inclusive.
Cr Sam Thomas	12 November to 24 November 2012 inclusive.
Cr Amphlett	14 November to 23 November 2012 inclusive.
Cr Liam Gobbert	20 November to 28 November 2012 inclusive.
Cr Teresa Ritchie	27 November to 4 December 2012 inclusive.

CONFIRMATION OF MINUTES

MINUTES OF THE ART COLLECTION AND ADVISORY COMMITTEE MEETING HELD ON 2 APRIL 2012

MOVED Cr Norman, SECONDED Cr Chester that the Minutes of the Art Collection and Advisory Committee meeting held on 2 April 2012 be CONFIRMED as a true and correct record.

The Motion was Put and

CARRIED (4/0)

In favour of the Motion: Crs Gobbert, Chester, Norman and Thomas.

ANNOUNCEMENTS BY THE PRESIDING MEMBER WITHOUT DISCUSSION

Nil.

DECLARATIONS OF INTEREST

Nil.

**IDENTIFICATION OF MATTERS FOR WHICH THE MEETING MAY SIT BEHIND CLOSED
DOORS**

Nil.

PETITIONS

Nil.

REPORTS

A Powerpoint presentation was provided by the City's Art Curator in relation to the recommended acquisitions from the 2012 Invitation Art Award.

ITEM 1 2012 CITY OF JOONDALUP'S INVITATION ART AWARD – ARTWORKS FOR ACQUISITION

WARD: All

**RESPONSIBLE
DIRECTOR:** Mr Mike Tidy
Corporate Services

FILE NUMBER: 101779, 35613, 101515

ATTACHMENTS: Nil.

PURPOSE

For the Art Collection and Advisory Committee (ACAC) to consider the acquisition of artworks following the City's 2012 Invitation Art Award (IAA).

EXECUTIVE SUMMARY

The IAA commenced in 1998 and the event is by 'invitation only', whereby a selection panel of three expert artists evaluate the expressions of interest received and invite a shortlist of artists to exhibit. The 2012 IAA received 98 expressions of interest with the selection panel shortlisting 32 artists to be invited to exhibit.

The invited artists then submit their work to be part of the IAA. Prior to the official opening of the IAA, a separate independent judging panel of professional artists determines the winners of four award categories. In addition, a People's Choice is awarded by popular vote of the public. In total the five award categories are as follows:

- the Acquisitive Award;
- the Award for Excellence;
- the Celebrating Joondalup Award;
- Judges' Commendation Awards; and
- the People's Choice Award.

A condition of the IAA is that the winning artwork of the Acquisitive Award is acquired by the City for its art collection.

The IAA is officially opened by the Mayor in October of each year with the members of the ACAC being briefed prior to the opening. Following the briefing, the ACAC determine which pieces are acquired and the Chief Executive Officer exercises his delegation and purchases those pieces. Those pieces are then reserved at the time of the opening of the IAA.

To add to the City's art collection, the City currently budgets an amount of \$15,000 for the Acquisition Award, and a further \$15,000 to acquire purpose identified works.

BACKGROUND

The City of Joondalup's IAA is an annual exhibition that brings together a diverse selection of Western Australian leading artists and provides members of the public with access to a high standard of artworks. In 2012, the City's IAA is heading into its 15th year. The event is traditionally held in October of each year within the 'Great Space' of the Lakeside Joondalup Shopping City.

As part of the IAA, a first prize of \$15,000 is awarded to the winner of the Acquisitive Award, with the City automatically acquiring that work. In addition there are four other prize categories. In total the prize categories are as follows:

- the Award for Excellence;
- the Celebrating Joondalup Award;
- Judges Commendation Awards (non-cash); and
- the People's Choice Award.

The IAA has a strong history in the City and within the state and national art industry. The City of Joondalup supports Western Australian art and artists through an art acquisition program. The City adopts a multi-criteria approach to its art collection, acquisitions and awards. This approach ensures that the collection, acquisitions and awards include contemporary art and art that demonstrates local content and context.

The term 'contemporary art' is used to reference art produced at this present point in time and produced since World War II. In regards to the City of Joondalup philosophy, contemporary artworks are to be conceptually resolved and reflect current practice.

DETAILS

As the name suggests, the IAA is only open to those artists that the City formally invites to exhibit. The City invited Expressions of Interest (EOI) from 26 February 2012 to 16 April 2012. A total of 98 EOI were received.

Following the close of EOI, the City appointed a selection panel comprising of:

- Marie BONNAL - Director Bureau of Ideas, fiction and art writer, artist, art event co-ordinator.
- Susanna CASTLEDEN - Winner of the 2011 Invitation Art Award Acquisitive Award.
- Bevan HONEY - Residency Co-ordinator Fremantle Art Centre.

The Shortlist of artists to be invited to enter totalled 32. Those 32 artists were as follows:

Pia Bennett Joshua Fitzpatrick Penny Bovell Christophe Canato Peteris Ciemitis Olga Cironis Penny Coss Rebecca Dagnall David Egan George Egerton-Warburton Caspar Fairhall Susan Flavell	Benjamin Forster Thomas Heidt Christopher Hopewell Harry Hummerston Jeremy Kirwan-Ward Benjamin Kovacsy Andre Lipscombe Shannon Lyons Pilar Mata Dupont Clare McFarlane Angela McHarrie	Kate McMillan Tom Müller Tony Nathan Anna Nazzari Andy Quilty Nien Schwarz Bruce Slatter Nicole Slatter Justin Spiers Colin Story
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The official opening of the 2012 IAA is scheduled for Saturday, 27 October 2012, where the winners of each award will be presented. The winners are selected by a City appointed judging panel comprising industry related professionals:

- Robert COOK - Curator of Contemporary Art, Art Gallery of Western Australia.
- Perdita PHILLIPS - Artist, art writer, founder and co-editor of Lethologica Press.
- Mark STEWART - Curator, Murdoch University.

In addition to the City acquiring the piece of artwork that wins first prize, the City also has the opportunity to acquire other work exhibited within the IAA. This is generally done prior to the IAA opening, which allows the City first choice on preferred pieces.

Issues and options considered:

There are three options open to the ACAC:

- Accept the recommendations for acquisitions;
- Accept part of the recommendations for acquisitions; or
- Not accept any recommendations for acquisitions.

Legislation/Strategic Plan/Policy Implications

Legislation The ACAC and the Chief Executive Officer have been granted delegated authority to purchase artworks recommended up to an amount of \$15,000 and within budget allocations.

Strategic Plan

Key Focus Area: Community Well Being.

Objective: To facilitate culture, the arts and knowledge within the community.

Strategies: 5.3.1 The City continues to host festivals, concerts and events and enhances these in response to community demand.

Outcome:

Cultural and artistic opportunities within the City are maintained and enhanced whilst the City's libraries provide quality environments and learning opportunities.

Policy:

The Art Collection and Memorabilia Policy.

Objective:

To direct the City's approach to art and collections for the Joondalup community.

Statement:

Council recognises the important role played by its public art, the Art Collection, archives and memorabilia in shaping and developing a sense of community.

Risk Management Considerations:

The risks of adding artwork that is not aligned to the City's current art collection are:

- The City's art collection is a specialised and curated collection. The integrity of the collection could be jeopardised by purchasing artworks on subjective criteria.
- The collection is building in value year on year and now represents a sizeable asset. Thus the overall value of the collection is of concern and this will deteriorate if not directed correctly or if 'weak' works enter the collection.

When the City's art collection was assessed in December 2007, the valuer's comments noted that the City has a significant contemporary art collection of excellent financial and cultural value. Overall, selections have been made in order to build a collection of high artistic and financial value.

However, the valuer also noted that the collection has a number of low value works, which are considered a detriment to the collection as a whole and which have depreciated, representing a negative investment for the City. Generally, those works which were purchased purely on the basis of 'local content', or due to a preference for traditional craft mediums, were noted by the valuer as weak links in the collection.

Financial/Budget Implications:

The 2012/13 Budget has an amount of \$30,000 allocated, \$15,000 for the prize winner of the acquisitive award for the IAA and a further \$15,000 for the City to acquire art throughout the financial year.

Account No:	C1020	Account No:	C1021
Budget Item:	Invitation Art Award	Budget Item:	Purchase Artworks
Budget Amount:	\$15,000	Budget Amount:	\$15,000
Amount Spent To Date:	\$0	Amount Spent To Date:	\$0
Proposed Cost:	\$15,000	Proposed Cost:	\$TBD
Balance:	\$0	Balance:	\$TBD

Regional Significance:

The IAA attracts entries from professional artists from across the state and is therefore considered to be a regional event hosted by the City. The on-going provision of an accessible and high-calibre art event is integral to the cultural development and vibrancy of the City and for the development of visual arts within the industry of local government.

Sustainability Implications:

The IAA has positive social sustainability implications for the City. The event provides enhancement of the locality and acts as a catalyst for public discussion about current social, economic and environmental issues. The IAA physically enhances public places and the public realm by creating points of interest, animating spaces and providing beauty, character and colour to the City. It also enhances the relevance for the local community of the City's cultural position and increases the value of the City's cultural resources.

Consultation:

Not Applicable.

COMMENT

A presentation will be made to the Committee recommending those items of artwork featuring as part of the City's 2012 IAA for purchase by the City.

VOTING REQUIREMENTS

Simple Majority.

OFFICER'S RECOMMENDATION:

That the Art Collection and Advisory Committee gives CONSIDERATION to acquiring the recommended pieces of artwork displayed as part of the City of Joondalup's 2012 Invitation Art Award.

MOVED Cr Gobbert, SECONDED Cr Norman that the Art Collection and Advisory Committee:

- 1 AGREES to purchase the following artworks from the 2012 Invitation Art Award:**
 - 1.1 “The horse and the porcelain boy” by Pia Bennett and Joshua Fitzpatrick at a purchase price of \$1,440;**
 - 1.2 “Parquetry Intarsia” by Ben Kovacsy at a purchase price of \$2,000;**
- 2 REQUESTS the City to further investigate artwork by Penny Bovell for possible acquisition that is of a suitable standard to add to the City of Joondalup Art Collection.**

The Motion was Put and

CARRIED (4/0)

In favour of the Motion: Crs Gobbert, Chester, Norman and Thomas.

ITEM 2 COMMISSIONING OF ARTWORK

WARD:	All
RESPONSIBLE DIRECTOR:	Mr Mike Tidy Corporate Services
FILE NUMBER:	14158
ATTACHMENTS:	Attachment 1 Artists Reviewed Attachment 2 Recommended Artist Biographies and Images

PURPOSE

For Council to consider options to commission an artwork for the City's art collection.

EXECUTIVE SUMMARY

This report recommends options for the commissioning of an artwork that documents and captures the iconic landmarks and people that represent the City of Joondalup.

Four artists are recommended to complete the commission. All artists are of high professional standing, can deliver the commission within the allocated budget, and are able to produce a complete work that would represent a valuable long-term investment for the City.

It is recommended that Council:

- 1 *SELECTS one of the four artists recommended to complete the artwork commission with a contract value not to exceed \$15,000;*
- 2 *REQUESTS a further report examining alternative visual art commission models including:*
 - 2.1 *Completion of the artwork commission over a two year period to the value of \$30,000; and*
 - 2.2 *Inviting an international or national artist to undertake an arts residency in the City of Joondalup, developing an artwork commission documenting and capturing the iconic landmarks and people who represent the City of Joondalup, to the value of \$30,000.*

Note: All artists are available to undertake this commission at the time of writing. However, delays in confirming the preferred artists may result in artists becoming unavailable.

BACKGROUND

At its meeting held on 19 April 2011 (CJ064-04/11 refers), Council resolved as follows:

- 1 *AGREES to commission on an annual basis various artworks depicting iconic landmarks within the City of Joondalup; and*
- 2 *LISTS for consideration in the 2011/12 budget, an amount of \$15,000 (excluding GST) for the commissioning of artworks depicting iconic landmarks within the City of Joondalup.*

The City's Art Collection comprises over 200 artworks, with a primary focus on the work of Western Australian contemporary artists. Artworks span a wide range of media. Over half of the collection is comprised of paintings, with the remainder of the collection including sculpture, drawings, ceramics, print works, photographs, textiles and glasswork.

The City's Art Collection operates on a yearly art acquisition budget of \$15,000, which enables the acquisition of two or three high quality contemporary artworks throughout the year from the Invitation Art Award, Community Art Exhibition or other exhibitions. In addition to the City's acquisition budget, a \$15,000 prize is awarded to the winning work from the Invitation Art Award, with the winning work being automatically acquired for the City's Art Collection, as set out in the Invitation Art Award criteria. The selection of artists to be included in the Invitation Art Award and the judging of the award is undertaken by independent panels of professional arts industry representatives. These acquisitions allow the City's Art Collection to grow and fulfil the objectives of the City's Art Collection Policy.

Council's resolution in April 2011 agreed to the annual commissioning of 'special purpose' artworks. A budget of \$15,000 was adopted in the 2011/12 Budget for this purpose.

In April 2012, a motion was carried and Council resolved as follows (CJ066-04/12 refers):

That Council, in relation to the Commissioning of Artwork 2011/12 SELECTS Tony Windberg to complete the artwork commission with a contract value not to exceed \$15,000.

Contemporary Western Australian artist Tony Windberg is undertaking the inaugural City of Joondalup Visual Art Commission, due for completion in 2013.

An amount of \$15,000 (excluding GST) has been adopted into the 2012/13 budget for the visual art commission.

DETAILS

Commissioning involves the contracting of an artist to create an original artwork for a particular purpose, exhibition or collection. This report deals with the commissioning of visual art for the City's Collection, not public artwork. Visual art encompasses the media of painting, drawing, printmaking, textiles, mixed media, sculpture (non-fixed and for interior display) and photo media. The commissioning of artworks by the City allows themes and content to be determined to ensure artworks represent the people, places and culture of the City of Joondalup.

In recommending appropriate artists for the commission, the following selection criteria was applied:

- Level of engagement the artist proposed to have with Joondalup in creating the work (engagement with place, people, culture and history);
- The link of the commissioned work and the artist to the City's existing Art Collection (including the capacity of the City to appropriately house, display, conserve and manage the artwork);
- Artists' professional standing;
- Price, in relation to the City's commissioning Budget of \$15,000;
- Long term investment potential;
- Availability of artist to complete the commission within the 2012/13 financial year; and
- Only professional Western Australian artists or artists who predominantly practise in Western Australia were considered.

Note: Artists with work already, or whose current work is not significantly different to the works already held in the City's Collection, were not considered to ensure diversity of the Collection.

Three distinct Joondalup areas were identified and communicated to the four shortlisted artists to assist them develop concepts to, 'document and capture the iconic landmarks and people who represent the City of Joondalup', these being, the:

- Social Environment: people, community and history;
- Urban Environment: the City, urban and suburban; and
- Natural Environment: the local environment, including flora and fauna.

In consultation with professional galleries and artist representatives, over 40 professional artists were reviewed for the commission. See Attachment 1 for the full list of artists reviewed.

Issues and options considered:

Four artists have been shortlisted taking into account the selection criteria and are put forward for the consideration of Council.

These respected Western Australian professional artists represent a strong cross-section of the arts sector and work in a variety of media with stylistically differing artistic approaches.

All artists recommended have indicated a significant level of engagement with the City of Joondalup in developing their artwork for the commission if successful.

The artists proposed are currently not represented in the City's Art Collection. Several of these artists do not enter the Invitation Art Award and therefore the commission presents a unique opportunity to acquire a work with dedicated City of Joondalup content by a well respected professional.

Option 1

Lindsay Harris

Lindsay Harris is a contemporary Indigenous artist and his artwork references his Nyoongar heritage. Lindsay's professional profile has grown significantly over the last seven years with sell-out shows. He was recently selected and exhibited as one of the top 20 Indigenous Artists in Australia at the National Gallery of Australia's National Indigenous Art Triennial.

Joondalup is a significant site for Nyoongar peoples. The City's Art Collection is under-represented in significant contemporary Nyoongar artworks.

Lindsay proposes to explore Nyoongar connection to the land within Joondalup (Mooro country), respecting local Indigenous cultural protocols. Lindsay typically works in ochres and resin on canvas.

See Attachment 2 for a full biography on Lindsay and recent examples of his practice.

Option 2

Garry Pumfrey

Garry Pumfrey is a highly skilled urban realist painter. His work investigates consumer culture and urban landmarks.

Garry has exhibited nationally and his work is held in the collections of a number of local Councils, Parliament House and Western Australian universities.

Garry proposes to explore the Joondalup region, in particular the urban and suburban landscape, seeking out forgotten landmarks of social significance, like the corner shop. Garry's practice typically consists of work in oil on canvas.

See Attachment 2 for a full biography on Garry and recent examples of his practice.

Option 3

Rebecca Dagnall

Rebecca Dagnall explores suburbia and suburban landscapes through the medium of photography.

Rebecca has work in the Art Gallery of Western Australia Collection and many private collections and exhibits nationally.

Rebecca proposes to explore the stories of a large cross section of the community within the City of Joondalup, showcasing a rich cultural composition of the population. She would capture this through photographic images.

See Attachment 2 for a full biography on Rebecca and recent examples of her practice.

Option 4

Penny Coss

Penny Coss is an abstract painter who captures landscapes.

Penny has exhibited widely in Australia, Japan and New Zealand. She is represented in Wesfarmers, Artbank, BankWest and numerous institutional and university collections.

Penny proposes to explore landscapes within the City of Joondalup. Physical immersion in the landscape is a crucial part of Penny's practice. The artwork would be created to reflect the physical presence of the scenes that she uncovers. These would be rendered in oil or acrylic on canvas.

See Attachment 2 for a full biography on Penny and recent examples of her practice.

Legislation/Strategic Plan/Policy Implications

Legislation Not Applicable.

Strategic Plan

Key Focus Area: Community Wellbeing.

Objective: To facilitate culture, the arts and knowledge within the community.

Policy:

The City's Art and Memorabilia Collections Policy is currently being reviewed.

The current version of the policy states:

"The City will support Western Australian art and artists through an art acquisition program. The City will adopt a multi-criteria approach to its art collection, acquisitions and awards. This approach will ensure that the collection, acquisitions and awards include contemporary art and art demonstrating local content and context."

Commissioning artists to document 'the changing face of the City of Joondalup' fulfils the objective to include works demonstrating local content and context.

Risk Management Considerations:

Not Applicable.

Financial/Budget Implications:

The 2012/13 Budget includes an amount of \$15,000 for the commissioning of artworks depicting iconic landmarks within the City of Joondalup. No funds have been expended.

Regional Significance:

The City's Art Collection, including its public art, archives and memorabilia, plays an important part in shaping and developing a sense of community.

The ongoing provision of an accessible and high calibre Art Collection is integral to the cultural development and vibrancy of the City of Joondalup region and to best practice standards for the development of the visual arts in local government.

Sustainability Implications:

The commissioning of special purpose artworks has positive social sustainability implications. Artworks that reflect the City of Joondalup in content or context would enhance the relevance of the City's Art Collection for the local community and would increase the value of the City's cultural resources. Works that reflect the City of Joondalup would also provide a historical perspective in years to come.

Consultation:

Not Applicable.

COMMENT

An extensive examination of Western Australian professional artists was undertaken in recommending artists for the 2012-2013 commission for the City of Joondalup Art Collection.

The four artists put forward for consideration all represent high quality contemporary Western Australian artists whose work would be a culturally valuable asset for the City. The recommended artist would engage with the Joondalup community and place to deliver a work relating to Joondalup in content or context through representing one of the broad themes of the local social, urban or natural environments.

Looking beyond this commission for 2012-2013, it is worth bearing in mind that the pool from which to draw high-quality Western Australian artists is limited. There is some concern that if the City continues to commission in this way that the process will lead to diminishing outcomes.

There are other ways, however, to engage with artists as part of a commissioning program that could be explored to ensure that the outcome is always fresh. For example, the City may wish to consider commissioning every two years using the increased budget, this would facilitate to undertake a larger commission (currently this would equate to \$30,000). Alternatively, the City might be interested in exploring what an international artist would make of the local colour and context by creating an international visual arts residency that would not only include a commission to capture an iconic local landmark but also facilitate interaction with local artists and the community in a wider programme of engagement.

VOTING REQUIREMENTS

Simple Majority.

OFFICER'S RECOMMENDATION:

That Council:

- 1 SELECTS one of the four artists recommended to complete the artwork commission with a contract value not to exceed \$15,000;
- 2 REQUESTS a further report examining alternative visual art commission models including:
 - 2.1 Completion of the artwork commission over a two year period to the value of \$30,000; and
 - 2.2 Inviting an international or national artist to undertake an arts residency in the City of Joondalup, developing an artwork commission documenting and capturing the iconic landmarks and people who represent the City of Joondalup, to the value of \$30,000.

MOVED Cr Chester, SECONDED Cr Thomas that Council:

- 1 **SELECTS Lindsay Harris to complete the artwork commission with a contract value not to exceed \$15,000;**
- 2 **REQUESTS a further report examining alternative visual art commission models including:**
 - 2.1 **Completion of the artwork commission over a two year period to the value of \$30,000; and**
 - 2.2 **Inviting an international or national artist to undertake an arts residency in the City of Joondalup, developing an artwork commission documenting and capturing the iconic landmarks and people who represent the City of Joondalup, to the value of \$30,000.**

The Motion was Put and

CARRIED (4/0)

In favour of the Motion: Crs Gobbert, Chester, Norman and Thomas.

Appendix 1 refers

To access this attachment on electronic document, click here: [Attach1artagn251012.pdf](#)

ITEM 3 INVITATION ART AWARD

WARD:	All
RESPONSIBLE DIRECTOR:	Mr Mike Tidy Corporate Services
FILE NUMBER:	101779, 101515
ATTACHMENTS:	Attachment 1 Community Education Program Attachment 2 Review of Current Venue (Lakeside Joondalup Shopping City)

PURPOSE

For the Art Collection and Advisory Committee (ACAC) to consider options for further development of the City of Joondalup's Invitation Art Award 2013 onwards.

EXECUTIVE SUMMARY

This report presents details and options to the ACAC regarding the City of Joondalup's Invitation Art Award currently held at Lakeside Joondalup Shopping City.

The background provides a description of the historical shaping of the Invitation Art Award, a brief discussion of the event's structure and organisation, and details of its relationship to the City of Joondalup and Lakeside Joondalup Shopping City.

The Invitation Art Award is open to artists who have been selected by a panel to exhibit their works. The award does not stipulate a particular medium and is un-themed. In previous years a 'local content' theme was trialled, although without great success. Of the thirty or so works by Western Australian artists chosen each year for display, one is acquired by the City to contribute to its art collection.

Options for the future of the award are presented for consideration by the ACAC, including changes that would develop the content, structure and delivery of the Invitation Art Award. The report also recommends further research be conducted on options for relocating the event from 2014.

BACKGROUND

At its meeting held on 17 April 2012 (CJ066-04/12 refers), Council resolved in part:

- 4 *In relation to the report on the City of Joondalup Invitation Art Award:*
 - 4.2 *REQUESTS a future report be presented to the ACAC on potential options for the Invitation Art Award.*

The City of Joondalup Invitation Art Award is an acquisitive art award and exhibition entering its 15th year in 2012.

The award aims to recognise the practice of prominent Western Australian artists and to provide the Joondalup community with an opportunity to engage with contemporary visual art. It offers one of the largest acquisitive cash prizes in local government in Western Australia (\$15,000 – prize pool \$18,000). The winning artwork is acquired and becomes part of the City's art collection.

By way of comparison, the following Cities offer the following prizes for their premier art exhibition:

- City of Perth - \$20,000 – acquisitive award, (prize pool of \$25,000).
- City of Stirling- \$5,000 - acquisitive award, (prize pool of \$11,000).
- City of Fremantle- \$15,000 - acquisitive award, (prize pool of \$20,000).
- City of Vincent - \$6,000 - acquisitive award, (prize pool of \$10,200).
- City of Geraldton- \$20,000 - CGG Award for Excellence, (prize pool of \$45,000).
- City of Albany- \$25,000 - acquisitive award, (prize pool of \$27,000).
- City of Swan - \$12,000 (prize pool of \$16,000).

All of these awards vary in prestige. The City of Fremantle is a specialised print award open only to professional artists. The Cities of Perth, Geraldton, Albany and Swan are mixed media awards and also only open to professional artists.

The Cities of Vincent and Stirling are community awards open to professional and non-professional artists.

The City of Joondalup event calls for initial expressions of interest from artists, attracting approximately 90 entries annually. From the entries received, an independent selection panel compiles a shortlist of approximately 30 artists and these artists receive an invitation to exhibit. A separate independent panel of expert judges review the exhibition and make awards.

The event is not restricted to any medium and is the main component of the Visual Arts calendar that in turn supports the cultural and economic development of the Joondalup region. It also plays a role in the City's on-going acquisition program for the City's art collection.

The exhibition begins with an opening function followed by a public exhibition period. Although all exhibited artworks are for sale, with the City of Joondalup taking a percentage of commission on any sales, the exhibition's importance as a cultural contribution to the City of Joondalup remains of primary interest.

DETAILS

Brief details are provided below of the Invitation Art Award's venue, theme, discretionary invitations, award categories, the selection of the art and the judging panel, the project benefits, and the project objectives and deliverables. Options are then presented regarding the future of the award.

Venue

The Invitation Art Award has been situated in the 'Great Space' at Lakeside Joondalup Shopping City since its inception in 1998. Although originally suitable, Lakeside is becoming increasingly challenging as a venue for the event. For detailed comment please refer to Attachment 2.

Theme

At present the Invitation Art Award does not have a theme, allowing the invited artists ample freedom to explore ideas and concerns of primary interest within their ongoing practice.

In 2007, the City introduced the 'local content and context' component of the City's Art and Memorabilia Collections Policy to the award's entry criteria, which had a direct impact on the 2007 Invitation Art Award in particular on the size and overall quality of works in the exhibition. A number of high profile artists withdrew and artists who proceeded with the exhibition in 2007 indicated that they would not do so in future if the theme were to be retained.

When the City's art collection was assessed in December 2007, the valuer's comments noted that the City has a significant contemporary art collection of excellent financial and cultural value. Overall, selections have been made in order to build a coherent collection of high artistic and financial value.

However, the valuer also noted that the collection has a number of low value works, which are considered a detriment to the collection as a whole and which have depreciated, representing a negative investment for the City. Generally, those works that were purchased purely on the basis of 'local content', or due to a preference for traditional craft media, were noted by the valuer as being weak links in the collection.

Discretionary invitations

The concept of the Invitation Art Award is based on the premise that the City is free to invite any artist it wishes to exhibit or believe may contribute to its art collection. While the application process facilitates this and provides a field for consideration, the terms and conditions do not specify that the choice of exhibitors must be restricted to those who apply.

On occasion, high profile artists may not submit an application, or may miss the call for entries, despite extensive promotions. There can also be other influencing factors such as the state of the economy and other art events that may cause the number of applications to fluctuate from year to year.

To ensure a final exhibition that includes approximately 30 works each year from artists of suitable standing, it is sometimes necessary (on the advice of the selection panel) to issue supplementary discretionary invitations to artists who have not completed the application process in its entirety.

This has occurred successfully for past exhibitions when insufficient expressions of interest were received. Discretionary invitations were not required during the selection process for 2012 but these are expected to be issued in future years in order to achieve the highest standard of contribution to the City of Joondalup's ongoing art collection.

The following criteria apply to all artists entering the Invitation Art Award:

- Artists must have been residents of Western Australia for the 12 months prior to exhibition.
- Artists must have had at least one solo exhibition, or equivalent exhibiting experience, and be recognised as a professional artist.
- Entries must have been created within the two years preceding the exhibition and must not have been previously exhibited.

Award categories

The management of the Invitation Art Award is directed by the City's Art and Memorabilia Collections Policy. This states that the Invitation Art Award does not have any particular thematic focus, yet it must include a voluntary category for works of local content and context.

The award categories for the current Invitation Art Award are listed below:

Acquisitive Award	\$15,000
Award for Excellence	\$ 1,000
Celebrating Joondalup Award	\$ 1,000
Popular Choice Award	\$ 1,000

In the event that there are many works worthy of merit, in addition to the above mentioned prizes, the judging panel may award up to three discretionary Judges' Commendation Awards. These awards take the form of a certificate and do not include a cash prize.

Selection and judging panels

The Invitation Art Award requires the expertise of an external selection committee and an external judging panel. Both panels are appointed by the City.

Three leading art industry panellists are engaged for the selection committee process, which takes place seven months before the event. A further three leading art industry panellists are engaged for the judging of the Invitation Art Award in October.

City officers facilitate the selection panel meeting and act in an advisory capacity. This is consistent with arrangements in previous years and is widely accepted as best practice during the operation of art awards of this calibre.

Judging process

It is suggested that the panel shortlist up to five works for consideration for each award and the winners are then chosen through discussion and agreement by the panel. In the event a consensus cannot be reached, the artworks may be judged according to a scoring matrix to produce a clear result.

Additional information on the Art Collection direction, capacity and criteria is supplied.

No representative of the City takes part in the judging process, but are present to answer any questions the panel may have.

The judging panel is required to provide a brief written statement about each of the award winning artworks and why they were chosen. These statements may be quoted when announcing the winners on the opening night and for media and promotional purposes.

In previous art awards the judges have been granted an honorarium of \$100 to cover any travel expenses.

Project benefits

The Invitation Art Award has the potential to provide the following benefits:

- Develop an environment that is supportive of the visual arts and a wider cultural ethos.
- Create an opportunity for the City to engage with community members in a positive way and enhance public perception of the organisation.
- Make a contribution to the local economy by attracting non-residents to the area.

Project objectives and deliverables

Objectives

- To encourage and recognise the artistic, creative and innovative skills of professional Western Australian artists.
- To provide community access to a visual art exhibition of high quality for education and appreciation purposes.
- To acquire a high quality contemporary artwork for the City's Art Collection.
- To raise awareness of the City of Joondalup as a regional centre.
- To build on and promote the character and identity of the Joondalup region.

Deliverables

- Project plan and timeline.
- External stakeholder agreements.
- Marketing materials including flyers, posters, advertisements and signage.
- Delivery of an exhibition featuring contemporary artworks by professional, practising artists, with the winning artwork being acquired for the City of Joondalup Art Collection.
- Final report and evaluation.

Issues and Options

OPTION 1: Continue IAA with changes

This option would see the City continue with the Invitation Art Award but approving one or more key changes detailed below that would serve to develop the content, structure and delivery of the Award.

(a) Implement a Community Education Program to support the IAA

This option would allocate a budget to develop an Education Program that would focus on community engagement to support future cultural events within the region.

Contemporary art is often seen to only appeal to a select group of art world insiders. The Community Education Program would focus on finding ways to connect members of the general public with contemporary visual art.

A thought-provoking series of conversations and events organised by the City would present discussions between artists, art historians, curators, critics, directors, dealers and the general public. The program would draw on the distinctions and affinities between socially engaged artistic, curatorial, writing and administrative practices in the region. It is proposed that four elements of an education program require additional attention, support and funding. For detailed comment on the Community Education Program please refer to Attachment 1.

(b) Implement an artistic direction to focus on exhibiting multiple works by fewer artists

This option would focus on exhibiting multiple works by fewer artists to achieve greater depth of presentation and align the Invitation Art Award more closely with the precise direction of the City's Art Collection.

By displaying a series of works by each selected artist this option would also provide the audience with a clearer understanding of each artist's practice and would enhance the general public's understanding of contemporary visual art.

It is proposed under this option to continue with a selection and judging panel as outlined above.

(c) Implement an annual theme for each year that focuses on the media specific requirements of art collection

This option would focus on implementing an annual theme to align the Invitation Art Award more closely with the curatorial requirements of the City's Art Collection. For example, limiting entries to a specific medium (such as sculpture or video) or a sub-section of a medium (such as pastel, watercolour, oil and acrylic).

The introduction of a medium-specific theme may provide a way to develop the range of the City's Art Collection in a way that is not currently possible.

However, this option may discourage leading WA artists from participating. Imposing a theme creates difficulties for many professional artists as they are driven by their own motivations, processes and stories, which rarely relate easily to a specified medium, such as painting, to which an artist may have no other direct relationship.

(d) Implement an invited Guest Curator to select the Artists and curate the exhibition

This option would introduce a guest curator to work closely with City staff in presenting an internationally respected Invitation Art Award.

In contemporary art, the title of curator is given to a person who selects and often interprets works of art. In addition to selecting works, the curator often is responsible for writing labels, catalogue essays, and other supporting content for the exhibition. Such curators may be permanent staff members, be "guest curators" from an affiliated organisation or university, or be "freelance curators" working on a consultancy basis.

The curator is an active producer of meaning. In the context of an exhibition, that meaning can be produced through their bringing together of works of art, or artists, and their development of a framework or a context through which those works can be viewed. Another way to conceive of the curator is as a catalyst, whose actions - the selection and interpretation of artists and artworks - initiate a dialogue between the audience, artist, and exhibition space.

An invited guest curator for the Invitation Art Award would decide on which artists' work would be featured, the title or name of the exhibition and the theme or subject of the exhibition. The guest curator would also provide a presentation for the ACAC on the event and make recommendations for purchase from the exhibition (where relevant).

The brief would be to provide a professional and thought-provoking exhibition that also supported artistic practice. The guest curator would be required to research new and upcoming artists that were aligned with the direction of the City's Art Collection. The ACAC would then select a work to add to the City's collection following a presentation by the guest curator.

(e) Investigate alternative venues to host the IAA

The Invitation Art Award has been situated in the 'Great Space' at Lakeside Joondalup Shopping City since its inception in 1998. Although originally suitable, Lakeside is becoming increasingly challenging. For detailed comment on Lakeside Shopping City as the current venue partner please refer to Attachment 2.

It is recommended that further investigative research be conducted for an alternate venue or temporary structure to host the 2014 Invitation Art Award and facilitate its growth and progression in identity and credibility.

OPTION 2: Discontinue IAA in its current format

(a) Discontinue IAA

This option would mean that no further Invitation Art Awards would be developed in the City and acquisitions for the art collection would be sourced entirely through other means.

If this option is selected, it is recommended that a further report be submitted to the ACAC to re-assess the City of Joondalup’s approach to art and collections for the Joondalup community based on the options detailed below.

Advantages	Disadvantages
Annual savings of \$41,480.	Loss of the City showcasing leading WA contemporary art.
Avoids potential complaints from community members who do not like contemporary or conceptual artwork.	Loss of a service that challenges the horizons of the Joondalup community.
Provides the opportunity to purchase art from local, national & international artists that otherwise would not exhibit in the region.	Loss of the program’s cultural, tourism and community engagement value derived from its specialisation in WA contemporary art.

(b) Discontinue IAA and replace with an Annual Invitation Exhibition Program

The Invitation Exhibition Program would be committed to supporting new visual art through an annual program of exhibitions, projects and commissions.

The Invitation Exhibition Program would allow for the production, research, presentation and distribution of contemporary art and culture with a specific focus on new visual art and contemporary arts practice. The primary aim being to foster, support and debate new artwork and practices in a way that was of mutual benefit to artists and audiences.

The Invitation Exhibition Program would support on average 10 artists a year to make new work and would make this work accessible through a range of exhibitions, events and opportunities to participate in making and learning. The Invitation Exhibition Program would operate primarily in the blend(er) Gallery facility and assist in delivering a full year program for all residents of the City of Joondalup.

The aim of the Invitation Exhibition Program would be to include opportunities for all visual artists to work with the City of Joondalup to foster, support, and debate new work and practices in a way that is of mutual benefit to artists and audiences. The Invitation Exhibition Program would not represent artists although it would produce a yearly guide of opportunities for new artists in Western Australia and act as a development service for regional artists.

(c) Discontinue the IAA and replace with a City of Joondalup residency of one year for leading contemporary artist

Artist-in-residence programs and other residency opportunities exist to invite artists, academics, curators, and all manner of creative people to take time and space away from their usual environment. They provide a time of reflection, research, presentation and/or production. They also allow individuals to explore their practice within another community; meeting new people, using new materials, experiencing life in a new location. Art residencies emphasise the importance of meaningful and multi-layered cultural exchange and immersion in another culture.

Artist-in-residence programs have been part of the international art world for over a century and are currently particularly popular internationally.

Some residency programs are incorporated within larger institutions. Other organisations exist solely to support residential exchange programs. Residencies can be a part of museums, universities, galleries, studio spaces, theatres, artist-run spaces, municipalities, government offices, and even festivals. They can be seasonal, ongoing, or tied to a particular one-time event. They exist in urban spaces, rural villages, and deep in nature. Hundreds of such opportunities and organisations exist throughout the world.

There is no single model, and the expectations and requirements vary greatly. The relationship between the resident and the host is often an important aspect of a residency program. It is anticipated that if a further report is selected on a City of Joondalup year-long residency that the selected leading artist become immersed in the community - giving presentations, workshops, or collaborating with local residents with the possibility of acquiring a work from the artist for the City's Art Collection.

Legislation/Strategic Plan/Policy Implications

Legislation The moral rights section of the *Copyright Act 1968* (Commonwealth) states that individual creators have the right not to have their work treated in a 'derogatory' way, such as distorting, mutilating, modifying, altering, or removing the artistic work, without the creator's knowledge and consent. This would include a prohibition on professional handling or displaying of artwork without the artist's consent.

Strategic Plan

Key Focus Area: Community Wellbeing.

Objective: To facilitate culture, the arts and knowledge within the community.

Outcome:

Cultural and artistic opportunities within the City are maintained and enhanced whilst the City's libraries provide quality environments and learning opportunities.

Policy:

The City's art awards are directed by the City's Art and Memorabilia Collections Policy. The Policy directs the City's approach to art and collections for the Joondalup community. The policy's multi-criteria approach ensures that the collection, acquisitions and awards primarily focus on leading contemporary art while also endeavouring to include art demonstrating local content and context.

Risk Management Considerations:

Hosting exhibitions in a non-gallery specific space attract a large volume of traffic, although the majority are not visiting the exhibition as a point of destination. This results in lack of understanding in the etiquette for attending and viewing exhibitions and has previously resulted in artworks being inappropriately handled and damaged.

In 2012, three insurance claims were lodged against City of Joondalup due to patrons damaging artwork. Two claims involved damage to work from patrons touching work and one work was stolen from the space while a gallery attendant was on duty during shopping hours.

As a result, professional artists have raised concerns at the risk faced in participating at future events at the City of Joondalup.

Financial/Budget Implications:

Operation Code:	4006
Budget Item:	Invitation Art Award
Budget Amount:	\$ 41,480
Amount Spent To Date:	\$ 3,835
Proposed Cost:	\$ 0
Balance:	\$ 37,645

Regional Significance:

The creation of a high standard of professional art creates a cultural asset for the entire northern region. It promotes the City of Joondalup as an instigator of contemporary art and culturally invigorates the City through engaging the local community.

Sustainability Implications:

Due to the restrictions of the current location, the hiring of temporary infrastructure is required at a large expense without best results of display or attribution to City of Joondalup assets.

Currently contemporary art is only available to the local community for one month of the calendar year, whereas other Cities have a full year of engagement in leading contemporary visual arts.

Contemporary art provides physical and educational enhancement of a locality and provides a catalyst for public discussion about current social, economic and environmental issues. Through creating more regular points of interest and interaction with contemporary arts the local community could possibly enjoy leading contemporary art all the year round. This would enhance the relevance of the City's cultural identity for the local community and would increase the value of the City's cultural resources.

Consultation:

In developing this recommendation, consultation was undertaken with a number of stakeholders throughout the City including Cultural Services, Lakeside City Shopping Centre Management, Community Safety, and Joondalup Community Art Association (JCAA) representatives. Feedback and correspondence from the community was also reviewed.

COMMENT

Overall, the Invitation Art Award provides an opportunity for the general public to engage with contemporary Western Australian visual art and facilitates development of the City of Joondalup Art Collection. The event contributes to the cultural identity of the City of Joondalup.

At the same time, the event in its current format and following the same formulae that have hitherto applied runs the risk of being left behind as the contemporary art world explores other options such as residencies or curated exhibitions as a means of engaging with audiences.

Research into an alternative venue (and in particular a temporary pavilion) may offer further insights into creating greater public engagement with contemporary art as would adoption of the proposed supplementary education program.

In order to hold a high calibre and respected art exhibition, it is necessary to attract practising professionals from around Western Australia. Imposing a further theme creates difficulties for professional artists because they are driven by their own motivations, processes and stories, which rarely relate easily to a specified locality, such as Joondalup or to a specific medium, such as painting, to which an artist may have no direct relationship.

VOTING REQUIREMENTS

Simple Majority.

OFFICER'S RECOMMENDATION:

That the Arts Collection and Advisory Committee:

- 1 PROVIDES comment on the options detailed within the report relating to the City's Invitation Art Award; and
- 2 REQUESTS a further report to a future meeting of the Art Collection and Advisory Committee providing detail on the comments raised on the format of the Invitation Art Award.

MOVED Cr Chester, SECONDED Cr Norman that the Art Collection and Advisory Committee REQUESTS that a further report be presented to a future meeting of the Art Collection and Advisory Committee detailing the following options relating to the City of Joondalup Invitation Art Award:

- **Implement a Community Education Program to support the Invitation Art Award;**
- **Implement an artistic direction to focus on exhibiting multiple works by fewer artists;**
- **Investigate alternative venues to host the Invitation Art Award.**

The Motion was Put and

CARRIED (4/0)

In favour of the Motion: Crs Gobbert, Chester, Norman and Thomas.

Appendix 2 refers

To access this attachment on electronic document, click here: [Attach2artagn251012.pdf](#)

ITEM 4 COMMUNITY ART EXHIBITION

WARD:	All
RESPONSIBLE DIRECTOR:	Mr Mike Tidy Corporate Services
FILE NUMBER:	101774, 101515
ATTACHMENTS:	Nil.

PURPOSE

For Council to consider options for further development of the City of Joondalup's Community Art Exhibition.

EXECUTIVE SUMMARY

This report presents details and options to the Art Collection Advisory Committee regarding the City of Joondalup's Community Art Exhibition, currently located at Lakeside Joondalup Shopping City. It is expected that the Community Art Exhibition will continue to contribute to the cultural identity of the City of Joondalup.

The background provides a description of the historical shaping of the Community Art Exhibition, a brief discussion of the events contribution to the community's sense of wellbeing, and details of its relationship to the City of Joondalup and the Lakeside Joondalup Shopping City.

This report presents two options to Council for consideration. Firstly, discontinuation of the Community Art Exhibition and research into an alternative delivery model for community arts through a series of exhibitions and events by local artists at blend(er) Gallery throughout the year. Secondly, continuing with the Community Art Exhibition with changes to the artistic direction including a new 50 x 50 centimetre format with a price cap of \$1,000 on each work.

BACKGROUND

The City of Joondalup Community Art Exhibition is an annual exhibition open to all Joondalup residents and members of local visual arts associations. It offers non-acquisitive awards in a variety of categories, such as the Most Outstanding Artwork Award, five media-specific categories and a variety of themed awards with specific criteria.

The Community Art Exhibition is not restricted to any medium and is a key focus of the visual arts calendar at the City. The visual arts form an important part of the cultural and economic development of the Joondalup Region.

The Community Art Exhibition contributes to the Joondalup community's sense of wellbeing through the promotion and support of local arts and culture culminating in a showcase exhibition run to a professional standard. The exhibition provides an engaging cultural experience for the general public and is much anticipated by local artists, who range from high school art students and hobbyists to professional artists.

For a small entry fee, local artists have the opportunity to gain exposure for their art practice and participate in an annual community exhibition. The exhibition has an ongoing partnership with the Joondalup Community Art Association (JCAA).

DETAILS

Brief details are provided below of the Community Art Exhibitions venue, theme, award categories, the judging panel and process, the project benefits, and the project objectives and deliverables.

Venue

The event has been traditionally held in the 'Great Space' within the Lakeside Joondalup Shopping City.

Theme

At present the Community Art Exhibition does not have a theme, allowing all artists ample freedom to explore ideas and concerns of primary interest within their ongoing practice.

Award categories

The award categories for the current Community Art Exhibition are listed below:

Overall Award	\$1,500
Media categories (5x\$1000)	\$5,000
Celebrating Joondalup Award	\$ 500
Popular Choice Award	\$ 500
Artist in Focus Award	\$ 500 and exhibition
Student Award	\$ 250

In the event that there are many works worthy of merit, in addition to the above mentioned prizes the judging panel may award up to three discretionary Judges' Commendation Awards. These awards take the form of a certificate and do not include a cash prize.

Judging panel

The Community Art Exhibition requires the expertise of a judging panel. Three leading art industry panellists are engaged for the judging of the Community Art Exhibition in June.

City officers facilitate the panel and act in an advisory capacity. This is consistent with arrangements in previous years and is widely accepted as best practice during the operation of an art award.

Judging process

It is suggested that the panel shortlist up to five works for consideration in each award and the winners are then chosen by consensus discussion. In the event a consensus cannot be reached, the artworks may be judged according to a scoring matrix.

No representative of the City takes part in the judging process, but are present to answer any questions the panel may have.

The judging panel is required to provide a brief written statement about each of the award winning artworks and why they were chosen. These statements may be quoted when announcing the winners on the opening night and for media and promotional purposes.

Members of the judging panel are granted an honorarium of \$100 to meet any incidental costs associated with the judging process.

Project benefits

The Community Art Exhibition has the potential to provide the following benefits:

- an environment that is supportive of the visual arts within a local context;
- the opportunity for the City to engage with community members in a positive way and enhance public perception of the organisation; and
- a contribution to the local economy by attracting non-residents to the area.

Project objectives and deliverables

Objectives

- To demonstrate the City's commitment to arts and cultural development in the Joondalup region;
- To create a professional development opportunity for local artists and foster artistic community building and networking through the opening event;
- To provide community access to a high quality visual art exhibition for educational and appreciation purposes;
- To raise awareness of the City of Joondalup as a regional centre; and
- To build on and promote the character and identity of the Joondalup region.

Deliverables

- Project plan and timeline;
- External stakeholder agreements;
- Marketing materials including flyers, posters, advertisements and signage; and
- Final report and evaluation.

Issues and Options

Option 1 – Continue Community Art Exhibition in Current Format

This option would see the Community Art Exhibition continue in its current format at its current location.

Advantages

- Continuation of a recognised community event.
- Continues to allow local artists to be able to exhibit work.

Disadvantages

- The Community Art Exhibition has been in its current format for some time and is in need of revitalisation.
- The current venue provides logistical and exhibiting challenges.

Option 2 – Continue Community Art Exhibition with Changes

The Community Art Exhibition has been operating for a number of years and making changes to the event may revitalise the exhibition while also providing better opportunities to foster/develop the local art community.

- (a) Introduce a revised size restriction and price limit.

The City proposed a size restriction for the 2012 Community Art Exhibition of 30 centimetres x 30 centimetres, but it was not implemented. The Community Art Exhibition currently limits entries to a maximum size of 100 centimetres x 100 centimetres. In order to revitalise the Community Art Exhibition, it is proposed to amend the size restriction to 50 centimetres x 50 centimetres and introduce a price limit of artworks not to exceed \$1,000.

The alteration to the size restriction will have a dual advantage:

- present an interesting challenge for established artists; and
- encourage amateur artists to enter an exhibition for the first time.

A size and price restriction presents a level playing field for all participant artists and further presents the exhibition as a showcase of local artistic talent. It also offers an opportunity to present the exhibition in a more coherent and aesthetically pleasing way. In addition, the Community Art Exhibition has grown in the number of entries received which has caused issues with space availability. A reduced size restriction will assist in alleviating that.

By setting a maximum price of \$1,000 on any work, it is anticipated that members of the public may feel more inclined to purchase works while encouraging artists to set realistic boundaries for their own sales.

- (b) Review of Award Category

The Community Art Exhibition for some time has had the following cultural categories:

- Overall Award;
- Media Category;
- Celebrating Joondalup Award;
- Popular Choice Award; and
- Student Award.

In 2012, the City introduced a new annual 'Artist in Focus Award' which supports artistic development with a solo exhibition at 'blend(er)' Gallery along with a cash prize of \$500. 96% of participants entered this award.

It is recommended that research be undertaken to make awards that support the development of industrial artistic practice over and above straight financial remuneration.

(c) Alternative Venue

Both the City's CAE and IAA are staged within Joondalup Lakeside Shopping City and have been since their inception.

The venue was originally suitable and offered the advantage of exposing visual arts to many people who may not actively seek out art exhibitions, however the venue is becoming increasingly challenging in hosting the art awards, especially with access to it as a venue of seven days trading.

Option 3 – Discontinue the Community Art Exhibition and replace with 'Arts in Focus Exhibition Program'

This option would see the CAE being discontinued and replaced with an 'Arts in Focus Exhibition Program (AFEP)'.

The AFEP is a program that would be committed to supporting local artists through an annual program of exhibitions, projects and commissions rather than a one off exhibition.

Option 4 – Discontinue the Community Art Exhibition

This option would see the CAR being discontinued in totality and not replaced with an alternative community visual art program.

Advantages

- Annual savings of approximately \$30,000.
- Priorities would be realigned into other visual art programs.

Disadvantages

- Loss of the visual arts program, cultural tourism and community engagement.
- No public exhibition for the local community arts association.
- Loss of recognised community art event.

Legislation/Strategic Plan/Policy Implications

Legislation: The moral rights section of the *Copyright Act 1968* (Cwth) states that individual creators have the right not to have their work treated in a 'derogatory' way, such as distorting, mutilating, modifying, altering, or removing the artistic work, without the creator's knowledge and consent. This would include a prohibition on professional handling or displaying of artwork without the artist's consent.

Strategic Plan:

Key Focus Area: Community Wellbeing.

Objective: To facilitate culture, the arts and knowledge within the community.

Policy:

The City's art awards are directed by the City's Art and Memorabilia Collections Policy. The policy directs the City's approach to art and collections for the Joondalup community. The policy's multi-criteria approach ensures that the collection, acquisitions and awards primarily focus on leading contemporary art while also endeavouring to include art demonstrating local content and context.

Risk Management Considerations:

Hosting exhibitions in a non-gallery specific space attracts large volume of traffic although the majority are not visiting the exhibition as a point of destination. This results in lack of understanding in the etiquette for attending and viewing exhibitions and has previously resulted in artworks persistently being inappropriately handled and damaged.

In 2012, three insurance claims were lodged against City of Joondalup due to patrons damaging artwork. Two claims involved damage to work from patrons touching work, one work was stolen from the space while a gallery attendant was on duty during shopping hours.

Financial/Budget Implications:

The 2012/2013 Budget contains \$30,530 for the Community Art Exhibition.

Impact on budgeting amounts:

Operation Code:	4003
Budget Item:	Community Art Exhibition
Budget Amount:	\$30,530
Amount Spent To Date:	\$0
Proposed Cost:	\$30,530
Balance:	\$0

All figures quoted in this report are exclusive of GST.

Regional Significance:

The creation of a high standard of professional art creates a cultural asset for the entire northern region. It promotes the City of Joondalup as an instigator of supporting development in local arts and culturally invigorates the City through engaging the local community.

Sustainability Implications:

Due to the restrictions of the current location, the hiring of temporary infrastructure is required at a large expense without best results of display or attribution to City of Joondalup assets.

Currently support to local artists is only available to the local community for one month of the calendar year, whereas other Cities have a full year of engagement in supporting local visual artists.

Visual art provides physical and educational enhancement of a locality and provides a catalyst for public discussion about current social, economic and environmental issues. Through creating more regular points of interest and interaction with visual arts the local community could possibly enjoy visual art all the year round. This would enhance the relevance of the City's cultural identity for the local community and would increase the value of the City's cultural resources.

Consultation:

In developing this recommendation, consultation was undertaken with a number of stakeholders throughout the City including Cultural Services, Lakeside City Shopping Centre Management, Community Safety, and Joondalup Community Art Association (JCAA) representatives. Feedback and correspondence from the community was also reviewed.

COMMENT

The Community Art Exhibition represents a great investment for the City of Joondalup's cultural identity and provides a great opportunity for the City to support developing local artists' practice.

This report proposes a re-alignment of the artistic direction of the Community Art Exhibition to reduce the current size restriction as a means of re-invigorating what it means as a local artist to contribute to this event and share a challenge with other artists living locally. Such a move would support further focus on promoting participating artists' work for sale to the general public with a \$1,000 price cap for each artwork that would be appropriate given the lower cost involved in producing a smaller work.

In order to hold a high calibre and respected art exhibition, it is necessary to attract all artists from around Joondalup. Implementing a size and price restriction creates a template for regional artists to explore their own motivations, processes and stories.

VOTING REQUIREMENTS

Simple Majority.

OFFICER'S RECOMMENDATION:

That Council:

- 1 AGREES to host the 2013 Community Art Exhibition in the Great Space of the Joondalup Lakeside Shopping City in June 2013;
- 2 AGREES to amend the Terms of Reference for the Community Art Exhibition by limiting:
 - 2.1 Two dimensional artwork to a size of 50 x 50 centimetres (including frame);

- 2.2 Three dimensional artwork to a size of 50 centimetres high x 50 centimetres wide x 50 centimetres deep; and
- 2.3 the maximum price of artworks to \$1,000;
- 3 REQUESTS further reports on:
 - 3.1 review of the Community Art Exhibition Award category; and
 - 3.2 possible alternative venue for the Community Art Exhibition from 2014 onward.

The Presiding Member advised that he would put Part 1 separately and then Parts 2 and 3 as one Motion.

MOVED Cr Chester, SECONDED Cr Norman that Council AGREES to host the 2013 Community Art Exhibition in the Great Space of the Joondalup Lakeside Shopping City in June 2013.

The Motion was Put and

CARRIED (4/0)

In favour of the Motion: Crs Gobbert, Chester, Norman and Thomas.

MOVED Cr Chester, SECONDED Cr Norman that Council:

- 2 **AGREES to amend the Terms of Reference for the Community Art Exhibition by limiting:**
 - 2.1 **Two dimensional artwork to a size of 50 x 50 centimetres (including frame);**
 - 2.2 **Three dimensional artwork to a size of 50 centimetres high x 50 centimetres wide x 50 centimetres deep; and**
 - 2.3 **the maximum price of artworks to \$1,000;**
- 3 **REQUESTS further reports on:**
 - 3.1 **review of the Community Art Exhibition Award category; and**
 - 3.2 **possible alternative venue for the Community Art Exhibition from 2014 onward.**

The Motion was Put and

CARRIED (4/0)

In favour of the Motion: Crs Gobbert, Chester, Norman and Thomas.

ITEM 5 ‘INSIDE OUT BILLBOARD PROJECT’ PUBLIC ART FOR CITY OF JOONDALUP

WARD:	All	
RESPONSIBLE DIRECTOR:	Mr Mike Tidy Corporate Services	
FILE NUMBER:	102552, 101515	
ATTACHMENTS:	Attachment 1	Examples of Similar Billboard Projects
	Attachment 2	Proposed Location for Billboard Project
	Attachment 3	Infrastructure Options

PURPOSE

To provide Council with further information for the proposed 'Inside Out Billboard Project' for the City Centre, Joondalup.

EXECUTIVE SUMMARY

This report provides Council with information regarding the proposal to install an 'Inside Out Billboard' within the City of Joondalup. If agreement is for the project to proceed, it is suggested that it be located in the City Centre and proposed for consideration in the 2013/14 budget for the commission of Public Art. It is expected to be completed within a timeframe of 12 months from approval.

It is proposed that the billboard installation will measure 6 metres x 3 metres, will be situated in an outside and visually prominent location, and will display consecutive works of art by different artists to be rotated on a three monthly basis. In addition, 20 A3 limited edition prints will be produced to accompany each new artwork, of which the City will retain the first for its Art Collection. The remaining 19 will be available to the public for purchase.

Various infrastructure options are explored for the billboard project – the purpose-built billboard, the traditional 24 sheet poster billboard, the super-8 billboard (located on a building), and the free-standing panel billboard. Three possible sites in the City Centre are also explored, followed by a list of the advantages and disadvantages of each. Attachment 1 to this Report illustrates international examples of billboard projects.

BACKGROUND

At its meeting held on 17 April 2012 (CJ066-04/12 refers), it was resolved in part that Council:

- 7.3 *REQUESTS a further report be SUBMITTED to the Art Collection and Advisory Committee on the opportunities for the Inside-Out Billboard Project for the 2012/13 Financial Year.*

In 1991, the former City of Wanneroo commenced a public art program and began installing artworks throughout the City. In 1995 the former City of Wanneroo adopted a cultural policy, of which the implementation of public art was an important aspect.

Following the split of the City of Joondalup from the former City of Wanneroo in 1998, the existing works within the City of Joondalup's boundaries became part of the current Public Art Collection. Since then, the collection has been maintained and added to, however the majority of the works were created prior to 1999.

The most recent City public art projects include:

- 2001: Kevin Draper's commission to create the metal trees located in Central Park.
- 2004: Jon Tarry's commission to create the Bali bombing memorial at the Kingsley clubrooms.
- 2011: Kate McMillan's commission to create a work of public art at Seacrest Park Community Sporting Facility.

The City of Joondalup's current Public Art Collection includes 35 works (or series of works) of public art, including mosaics, murals, sculptures, street bollards, architectural details and street furniture. Works are situated throughout the region; however, the majority are located in and around the Joondalup City Centre area.

The 2011/12 annual budget of \$50,000 for public artwork remained unspent and has been placed in a reserve with a further \$50,000 being allocated in the 2012/13 budget for public art.

DETAILS

Public art refers to works of art in any medium that have been planned and executed with the specific intention of being sited or staged in the physical public domain, usually outside and accessible to all. It signifies a particular working practice, often with implications of site specificity, community involvement or collaboration.

In recent years, public art has increasingly begun to expand in scope and application, both into more challenging areas of art form and across a much broader range of what might be called our 'public realm'. Cultural interventions of this kind have often been realised in response to creatively engaging a community's sense of 'place' or 'wellbeing' in society.

Such commissions can still of course result in physical, permanent artworks and sculptures. However, they are also beginning to include other much more process-driven and action-research based artistic practices as well. As such, these do not always rely on the production of a physical or permanent artwork. This expanded scope of public art can embrace many diverse practices and forms. The range of this type of artwork's potential is endless and ever-changing.

Monuments, memorials and civic statuary are perhaps the oldest and most obvious forms of officially sanctioned public art. Increasingly, most aspects of the built environment are seen as legitimate candidates for consideration as, or the location for, public art, including street furniture, lighting and graffiti. Public art is not confined to physical objects – dance, procession, street theatre and even poetry have proponents that specialise in public art.

Issues and Options

The proposed 'Inside Out Billboard Project' involves an initial installation of a 6 metres x 3 metres commercial billboard that will be dedicated to displaying contemporary art. It is intended as an outside gallery in the public domain and will be one-sided. Infrastructure examples are detailed in Attachment 3.

This style of public art has been successfully implemented in other Cities across the United States and United Kingdom (Attachment 1 refers). The practice has resulted in increased tourism, the participation of high profile artists, excellent community engagement and interest, media coverage, the revitalisation of previously degraded areas and the creation of a regional landmark.

The objectives of such a project would be:

- promotion of the City as a Cultural destination;
- accessibility and public safety of the site and work;
- relevance and appropriateness of the work to the context of its site and the City of Joondalup;
- contribution to community amenity and the creation of a sense of place;
- articulation and celebration of the community and its diversity;
- creation and enhancement of cultural tourism experiences;
- animation and enrichment of public spaces and contribution to urban regeneration;
- facilitation of community cultural development;
- contribution to identification of the City;
- meeting high level design and aesthetic standards;
- integration of contemporary art and daily life;
- timeline: completion of project within the 2013/14 financial year and completion of program within each calendar year;
- consideration of maintenance and durability requirements;
- non-duplication of monuments commemorating the same or similar events; and
- use of best practice collection management.

Selection of Artwork

It is proposed that every three months a new artist would be commissioned to create a new work specifically for the 'Inside Out Billboard Project' (see table below). It is anticipated that four artists will take part every year, including artists selected from the City's two annual art awards. It is proposed that the billboard year would begin in March (to coincide with the Joondalup Festival) and run until the end of February the following year.

Date	Selection Panel
March–May	Visual Art Officer and curator City of Joondalup.
June–August	Judges select artist from Community Art Exhibition.
September–November	Judges select artist from Invitation Art Award.
December–February	Guest curator.

There would be no prescribed theme, but the invited artist's work would need to meet appropriate standards concerning quality and suitability for public display. It is intended that the approval be issued by the Chief Executive Officer after engagement with the members of the ACAC.

To accompany each work, 20 limited edition A3 prints of the artist's image would be produced. Print number one of each commissioned series is to be retained by the City in order to enhance the City's collection and act as a record of the project.

Attachment 1 provides two examples of successful billboard art projects in other cities and displays the possibilities of project that are available within the above-mentioned project budget.

Location

It would be proposed to install the 'Inside Out Billboard' within the Joondalup City Centre.

In selecting a preferred location, consideration was given to the need to be highly visible to the public, while having minimal impact on local residents. Locations will also allow passing traffic to engage with the work without it being too intrusive on the landscape, road traffic and surroundings.

City Centre



For each alternative site proposed in the City Centre there are comments (Attachment 2 refers) from a brief investigation to ascertain suitability of each City Centre location. The comments are mainly in reference to ownership of land and installation restrictions.

Installation of the billboard at Site 1 will not interfere with any proposal the City has as part of the Joondalup City Centre Commercial Office Development at Lot 496 Davidson Terrace, Joondalup, as the structure will be outside the boundary line.

The following advantages and disadvantages apply to the 'Inside Out Billboard Project':

Advantages	Disadvantages
The proposal is for a statuesque work, which would be highly visible from around the city centre.	As a result of the size and scale of the structure, it may impact on the amenity of the City Centre.
The project would initiate a recurring attendance to the City Centre and may assist in space activation.	The structure might attract vandalism and graffiti.
In addition to its aesthetic qualities the project is also designed to constantly change, thereby adding life and variety to the city centre.	The artwork would have ongoing annual expenses.
This project could be opened to a range of artists, from emerging to well-respected at both a national and international level.	
The commission of the work would constitute a valuable and sound investment for the City's Public Art Collection.	

Timeline

Design specifications finalised for billboard structure	One month
Building and development approvals	Two months
Commissioning of artists	Three months
Development of artwork by artist	Two months
Design approval from CEO	Two months
Manufacture and installation of billboard including artwork	Two months
Total installation time (approx)	12 months

Legislation/Strategic Plan/Policy Implications

Legislation

As the construction and installation of the 'Inside Out Billboard' will be undertaken by the City, it would therefore be regarded as a 'public work' and no planning approval would be required. Section 6 (3) of the *Planning and Development Act 2005* requires the responsible authority to be consulted with at the time the public work is being formulated.

The structure would be classified as a class 10b within the *Building Code of Australia* and would require a building permit as required by the *Building Act 2011*. The structure may also require a Structural Engineer Certificate.

Strategic Plan

Key Focus Area: Community Wellbeing.

Objective: To facilitate culture, the arts and knowledge within the community.

Policy

The City's Art and Memorabilia Collection Policy.

The current policy states:

"The City will support Western Australian art and artists through an art acquisition program. The City will adopt a multi-criteria approach to its art collection, acquisitions and awards. This approach will ensure that the collection, acquisitions and awards include contemporary art and art demonstrating local content and context."

Risk Management Considerations:

All works considered would need to meet stringent public safety criteria.

Financial/Budget Implications:

Initial cost of development and installation of structure (including printing of first artwork and plaque)	\$20,000
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Artist installation:

Printing and installation of artwork (Covered in cost of structure above)	N/C
Printing of 20 limited edition A3 prints	\$ 1,500
Artist fee	\$ 3,000

TOTAL for first instalment	\$24,500
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Each installation thereafter:

Change of artwork (printing and installation)	\$ 3,000
Printing of 20 limited edition A3 prints	\$ 1,500
Artist fee	\$ 3,000

TOTAL for each installation thereafter	\$ 7,500
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Ongoing annual expenses – for a lifespan of five years

Change artwork: every three months (Including printing and installation)	(\$3,000 x 4)	\$12,000
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Printing of limited edition A3 prints	(\$1,500 x 4)	\$ 6,000
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Artist fees	(\$3,000 x 4)	\$12,000
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TOTAL expense per annum		\$30,000
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All figures quoted in this report are exclusive of GST.

The 2012/13 budget has an amount of \$50,000 listed to undertake public artworks, in addition there is \$50,000 carried forward from 2011/12 for the same purpose. The City is currently examining options for another public artwork that would consume those funds (\$100,000). Therefore, unless there are savings from that project there are no funds specifically for this project this financial year. It is therefore suggested that if the project is supported that funds be listed for consideration in the 2013/14 budget. This will allow the City to undertake the preliminary works (community consultation) this financial year.

Regional Significance:

The City's art collection, including its public art, archives and memorabilia, plays an important part in shaping and developing a sense of community.

The on-going provision of an accessible and high calibre art collection is integral to the cultural development and vibrancy of the City of Joondalup region and to best practice standards for the development of the visual arts in local government.

Sustainability Implications:

The installation of public artworks has positive social sustainability implications. Public artworks physically enrich a locality and provide a catalyst for public discussion about current social, economic and environmental issues. Public artworks strengthen the public realm by creating points of interest, animating spaces and providing beauty, character and colour to places. A new public artwork will build upon the relevance of the City's public spaces for the local community and increase the value of the City's cultural resources.

Consultation:

When commissioning an artwork it is best practice to undertake some form of community consultation process from informing to consulting the community. The options for community consultation are as follows:

- No consultation.
- Community Consultation in accordance with the City's approved Community Consultation and Engagement Policy and Protocol.

It is suggested that if consultation is agreed to that it only occur on the site selected.

COMMENT

The 'Inside Out Billboard project' presents an opportunity for the City of Joondalup to provide an ongoing visual art display for the Joondalup community. The 'Inside Out Billboard Project' would represent a range of challenging and diverse works that could encourage the general public to re-examine their expectations and definitions of art through dialogue about the role of art in public spaces.

The selected artists would design an artwork to challenge an outdoor public site to serve as a catalyst for conversations about art and/or community issues within Joondalup and Western Australia. It would allow Joondalup to create a high professional standard and endure a cultural legacy for the City. 'Inside Out Billboard' would aim to become a cultural destination as well as continuing to support the artistic development of regional artists and introducing international artists to the region.

VOTING REQUIREMENTS

Simple Majority.

OFFICER'S RECOMMENDATION:

That Council:

- 1 Subject to construction of the billboard not interfering with the Expression of Interest process for the Joondalup City Centre Commercial Office Development, ENDORSES the proposed Billboard Art Project to be located at site 1 on Central Walk and Boas Avenue, Joondalup as shown on Attachment 2 to this Report;
- 2 AGREES to list an amount of \$24,500 for consideration within the 2013/14 budget for the project; and
- 3 ADVISES the level of Community Consultation to be undertaken for the Public Art project:
 - Option 1 No Consultation; and
 - Option 2 Community Consultation as per the City's approved Community Consultation and Engagement Policy and Protocol.

MOVED Cr Chester, SECONDED Cr Gobbert that Council:

- 1 **Subject to construction of the billboard not interfering with the Expression of Interest process for the Joondalup City Centre Commercial Office Development, ENDORSES the proposed Billboard Art Project to be located at site 1 on Central Walk and Boas Avenue, Joondalup as shown on Attachment 2 to this Report;**
- 2 **AGREES to list an amount of \$24,500 for consideration within the 2013/14 budget for the project; and**
- 3 **ADVISES that no Community Consultation will be undertaken for the 'Inside Out Billboard' Public Art project for the City of Joondalup.**

The Motion was Put and

CARRIED (4/0)

In favour of the Motion: Crs Gobbert, Chester, Norman and Thomas.

Appendix 3 refers

To access this attachment on electronic document, click here: [Attach3artagn251012.pdf](#)

MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

Nil.

ANNOUNCEMENTS OF NOTICES OF MOTION FOR THE NEXT MEETING

Nil.

CLOSURE

There being no further business, the Presiding Member declared the Meeting closed at 8.51pm the following Committee Members being present at that time:

Cr Liam Gobbert
Cr John Chester
Cr Mike Norman
Cr Sam Thomas