

agenda

Art Collection and Advisory Committee

A MEETING WILL BE HELD IN CONFERENCE ROOM 1,
JOONDALUP CIVIC CENTRE, BOAS AVENUE, JOONDALUP

ON MONDAY, 11 FEBRUARY 2013
COMMENCING AT 5.30pm

GARRY HUNT
Chief Executive Officer
8 February 2013

PROCEDURES FOR PUBLIC QUESTION TIME

The following procedures for the conduct of Public Question Time were adopted at the Council meeting held on 17 March 2009:

Questions asked verbally

- 1 Members of the public are invited to ask questions at Committee Meetings.
- 2 Questions asked at a Committee meeting should relate to items on the Committee agenda.
- 3 A register will be provided for those persons wanting to ask questions to enter their name. Persons will be requested to come forward in the order in which they are registered, and to give their name and address.
- 4 Public question time will be limited to two minutes per member of the public, with a limit of two questions per member of the public.
- 5 Statements are not to precede the asking of a question during public question time. Statements should be made during public statement time.
- 6 Members of the public are encouraged to keep their questions brief to enable everyone who desires to ask a question to have the opportunity to do so.
- 7 Public question time will be limited to the legislative minimum of fifteen minutes and may be extended in intervals of up to ten minutes by resolution of the Committee, but the total time allocated for public questions to be asked and responses to be given is not to exceed thirty five (35) minutes in total. Public question time is declared closed following the expiration of the allocated time period, or earlier than such time where there are no further questions.
- 8 Questions are to be directed to the Presiding Member and should be asked politely in good faith and are not to be framed in such a way as to reflect adversely or be defamatory on a particular Committee Member or City employee. The Presiding Member shall decide to:
 - Accept or reject any question and his/her decision is final;
 - Nominate a member of the Committee and/or City employee to respond to the question;
 - Take a question on notice. In this case a written response will be provided as soon as possible, and included in the agenda of the next Committee meeting.
- 9 Where a Committee Member is of the opinion that a member of the public is:
 - asking a question at a Committee meeting that is not relevant to the purpose for which the meeting has been called;
 - making a statement during public question time;they may bring it to the attention of the Presiding Member.

- 10 Questions and any response will be summarised and included in the minutes of the Committee meeting.
- 11 It is not intended that question time should be used as a means to obtain information that would not be made available if it was sought from the City's records under Section 5.94 of the *Local Government Act 1995* or the *Freedom of Information (FOI) Act 1992*. Where the response to a question(s) would require a substantial commitment of the City's resources, the Chief Executive Officer (CEO) will determine that it is an unreasonable impost upon the City and refuse to provide it. The CEO will advise the member of the public that the information may be sought in accordance with the *FOI Act 1992*.

Questions in Writing – (Residents and/or ratepayers of the City of Joondalup only).

- 1 Only City of Joondalup residents and/or ratepayers may submit questions to the City in writing.
- 2 Questions asked at a Committee meeting should relate to items on the Committee agenda.
- 3 The City will accept a maximum of five written questions per City of Joondalup resident/ratepayer. To ensure equality and consistency, each part of a multi-part question will be treated as a question in its own right.
- 4 Questions lodged by 9.00 am on the day immediately prior to the scheduled Committee meeting will be responded to, where possible, at the Committee meeting. These questions, and their responses, will be distributed to Elected Members and made available to the public in written form at the meeting.
- 5 The Presiding Member shall decide to accept or reject any written question and his/her decision is final. Where there is any concern about a question being offensive, defamatory or the like, the Presiding Member will make a determination in relation to the question. Questions determined as offensive, defamatory or the like will not be published. Where the Presiding Member rules questions to be out of order, an announcement to this effect will be made at the meeting, including the reason(s) for the decision.
- 6 The Presiding Member may rule questions out of order where they are substantially the same as questions previously submitted and responded to.
- 7 Written questions unable to be responded to at the Committee meeting will be taken on notice. In this case, a written response will be provided as soon as possible and included on the agenda of the next Committee meeting.
- 8 A person who submits written questions may also ask questions at a Committee meeting and questions asked verbally may be different to those submitted in writing.
- 9 Questions and any response will be summarised and included in the minutes of the Committee meeting.

- 10 It is not intended that question time should be used as a means to obtain information that would not be made available if it was sought from the City's records under Section 5.94 of the *Local Government Act 1995* or the *Freedom of Information (FOI) Act 1992*. Where the response to a question(s) would require a substantial commitment of the City's resources, the Chief Executive Officer (CEO) will determine that it is an unreasonable impost upon the City and refuse to provide it. The CEO will advise the member of the public that the information may be sought in accordance with the *FOI Act 1992*.

DISCLAIMER

Responses to questions not submitted in writing are provided in good faith and as such, should not be relied upon as being either complete or comprehensive.

PROCEDURES FOR PUBLIC STATEMENT TIME

The following procedures for the conduct of Public Statement Time were adopted at the Council meeting held on 18 December 2007:

- 1 Members of the public are invited to make statements, either verbally or in writing, at Committee meetings.
- 2 Statements made at a Committee meeting should relate to items on the Committee agenda.
- 3 A register will be provided for those persons wanting to make a statement to enter their name. Persons will be requested to come forward in the order in which they are registered, and to give their name and address.
- 4 Public statement time will be limited to two minutes per member of the public.
- 5 Members of the public are encouraged to keep their statements brief to enable everyone who desires to make a statement to have the opportunity to do so.
- 6 Public statement time will be limited to a maximum of 15 minutes. Public statement time is declared closed following the 15 minute allocated time period, or earlier than such time where there are no further statements.
- 7 Statements are to be directed to the Presiding Member and are to be made politely in good faith and are not to be framed in such a way as to reflect adversely or be defamatory on a particular Elected Member or City employee.
- 8 Where a Committee Member is of the opinion that a member of the public is making a statement at a Committee meeting that is not relevant to the purpose for which the meeting has been called, they may bring it to the attention of the Presiding Member who will make a ruling.
- 9 A member of the public attending a Committee meeting may present a written statement rather than making the statement verbally if he or she so wishes.
- 10 Statements will be summarised and included in the minutes of the Committee meeting.

TABLE OF CONTENTS

Item No	Title	Page No
	Declaration of Opening	8
	Public Question Time	8
	Public Statement Time	8
	Apologies/Leave of absence	8
	Confirmation of Minutes	8
	Announcements by the Presiding Member without discussion	8
	Declarations of Interest	8
	Identification of matters for which the meeting may sit behind closed doors	8
	Petitions and deputations	8
	Reports	9
1	Commissioned Artist – Lindsay Harris – [35613]	9
2	Art Collection and Advisory Committee – Meeting Proposal – 6 June 2013 – [35613]	10
3	Display of Video Based Artwork – [35613]	13
4	‘Inside Out Billboard Project’ – Public Art for City of Joondalup – [35613]	18
5	Commissioning of Artwork – [35613]	24
6	Community Invitation Art Award – [35613]	31
	Motions of which previous notice has been given	39
	Requests for Reports for future consideration	39
	Closure	39

Note:

Clause 77 of the *City’s Standing Orders Local Law 2005* states:

“Unless otherwise provided in this local law, the provisions of this local law shall apply to meetings of committees with the exception of:

- (a) Clause 29 (Members seating) and*
- (b) Clause 54 (Limitation on members speaking)”*

CITY OF JOONDALUP

Notice is hereby given that a meeting of the **Art Collection and Advisory Committee** will be held in Conference Room 1, Joondalup Civic Centre, Boas Avenue, Joondalup on **Monday, 11 February 2013** commencing at **5.30pm**.

GARRY HUNT
Chief Executive Officer
8 February 2013

Joondalup
Western Australia

AGENDA

Committee Members

<i>Cr Liam Gobbert</i>	<i>Presiding Member</i>
<i>Mayor Troy Pickard</i>	
<i>Cr John Chester</i>	<i>Deputy Presiding Member</i>
<i>Cr Kerry Hollywood</i>	
<i>Cr Mike Norman</i>	
<i>Cr Teresa Ritchie</i>	
<i>Cr Sam Thomas</i>	
<i>Chief Executive Officer</i>	

Deputies

<i>Cr Geoff Amphlett, JP</i>
-
<i>Cr Brian Corr</i>
<i>Cr Tom McLean, JP</i>
<i>Cr Christine Hamilton-Prime</i>
<i>Cr Russ Fishwick, JP</i>
<i>Cr Philippa Taylor</i>
-

Quorum for meetings (4)

The quorum for a meeting is to be at least 50% of the number of offices (whether vacant or not) of members of the committee.

Simple majority (4):

A simple majority is to be more than 50% of those members present at the meeting.

Absolute majority:

An absolute majority vote is to be more than 50% of the number of officers (whether vacant or not) of the committee.

Casting vote:

In the event that the vote on a motion is tied, the presiding person must cast a second vote.

Terms of Reference

To:

- *approve art acquisitions within the available adopted budget funds;*
- *develop and maintain a visual art collection of significance and repute that reflects the cultural aspirations of the City of Joondalup and its expressed goals and policies;*
- *build an art collection of appreciating financial value, which constitutes a sound investment for the City;*
- *collect works of visual art of demonstrable excellence by artists of significance, consistent with the perceived developments in West Australian contemporary art;*
- *collect and commission selectively works of art which enhance the existing Collection and which foster an understanding, enjoyment and appreciation of the visual arts among the broader community and members of the general public;*
- *review the criteria established to determine the award winners.*
- *perform an oversight role in relation to the strategic direction of the City's Community Art Exhibition and Invitational Art Award.*

DECLARATION OF OPENING**PUBLIC QUESTION TIME****PUBLIC STATEMENT TIME****APOLOGIES/LEAVE OF ABSENCE****CONFIRMATION OF MINUTES**

MINUTES OF THE ART COLLECTION AND ADVISORY COMMITTEE HELD
5 NOVEMBER 2012

RECOMMENDATION

That the minutes of the meeting of the Art Collection and Advisory Committee held on 5 November 2012 be confirmed as a true and correct record.

ANNOUNCEMENTS BY THE PRESIDING MEMBER WITHOUT DISCUSSION**DECLARATIONS OF INTEREST****IDENTIFICATION OF MATTERS FOR WHICH THE MEETING MAY SIT BEHIND
CLOSED DOORS****PETITIONS AND DEPUTATIONS**

REPORTS**ITEM 1 COMMISSIONED ARTIST - LINDSAY HARRIS**

WARD	All
RESPONSIBLE DIRECTOR	Mr Mike Tidy Corporate Services
FILE NUMBER	35613, 101515
ATTACHMENTS	Nil.
AUTHORITY / DISCRETION	Information - includes items provided to Council for information purposes only that do not require a decision of Council (that is for 'noting').

PURPOSE

For the Art Collection and Advisory Committee (ACAC) to meet the recently commissioned artist, Lindsay Harris.

EXECUTIVE SUMMARY

The Council has previously resolved to commission a professional artist to depict iconic landmarks within the City of Joondalup on an annual basis.

At its meeting held on 20 November 2012 (CJ246-11/12 refers), Council resolved to select artist Lindsay Harris to undertake the commission.

Lindsay will be in attendance at the meeting to discuss art concepts with members of the ACAC.

ITEM 2 ART COLLECTION AND ADVISORY COMMITTEE - MEETING PROPOSAL – 6 JUNE 2013

WARD	All
RESPONSIBLE DIRECTOR	Mr Jamie Parry Governance and Strategy
FILE NUMBER	35613, 101515
ATTACHMENT	Nil.
AUTHORITY / DISCRETION	Executive - The substantial direction setting and oversight role of Council, such as adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.

PURPOSE

For the Art Collection and Advisory Committee to consider convening a committee meeting on Thursday, 6 June 2013.

EXECUTIVE SUMMARY

In order to view the entries and determine any possible purchases from the Community Art Exhibition, it is suggested that a meeting of the Art Collection and Advisory Committee be convened on Thursday, 6 June 2013 at 6.30pm in Conference Room 1. A tour of the art work/exhibition will be held at 5.30pm prior to the commencement of the committee meeting at the Lakeside Joondalup Shopping City.

It is recommended that the Art Collection and Advisory Committee CONVENES a committee meeting on Thursday, 6 June 2013 at 6.30pm, in Conference Room 1.

BACKGROUND

At its meeting held on 15 April 2008 (CJ052-04/08 refers), Council formed the Art Collection and Advisory Committee with the following objectives:

- Approve art acquisitions within the available adopted budget funds.
- Develop and maintain a visual art collection of significance and repute that reflects the cultural aspirations of the City of Joondalup and its expressed goals and policies.
- Build an art collection of appreciating financial value, which constitutes a sound investment for the City.
- Collect works of visual art of demonstrable excellence by artists of significance, Consistent with the perceived developments in West Australian contemporary art.
- Collect and commission selectively works of art which enhance the existing Collection and which foster an understanding, enjoyment and appreciation of the visual arts among the broader community and members of the general public.

- Review the criteria established to determine the award winners.
- Perform an oversight role in relation to the strategic direction of the City's Community Art Exhibition and Invitational Art Award.

The Committee has been granted delegated authority to approve acquisitions for artworks from available adopted budget funds. The Chief Executive Officer also has delegated authority to approve artworks that do not exceed an amount of \$15,000.

DETAILS

It is suggested that a meeting of the Art Collection and Advisory Committee be convened on Thursday, 6 June 2013 at 6.30pm in Conference Room 1 in order to view the entries and determine any possible purchases from the Community Art Exhibition.

The reason to hold the meeting prior to the opening of the Community Art Exhibition is to allow the City the first opportunity to purchase artwork prior to viewing by the general public.

Issues and options considered

The Art Collection and Advisory Committee can either:

- convene a meeting as recommended
- convene a meeting on an alternative date
or
- not convene a meeting and allow the Chief Executive Officer to exercise delegated authority for any purchases.

Legislation / Strategic Community Plan / policy implications

Legislation

Local Government Act 1995
Local Government (Administration) Regulations 1996
Standing Orders Local Law 2005

Strategic Community Plan

Key theme

Governance and leadership.

Objective

Corporate capacity.

Strategic initiative

Not applicable.

Policy

Not applicable.

Risk management considerations

Not applicable.

Financial/budget implications

Not applicable.

Regional significance

Not applicable.

Sustainability implications

Not applicable.

Consultation

Not applicable.

COMMENT

As the Art Collection and Advisory Committee has delegated authority, meeting dates and times will be advertised in accordance with the *Local Government Act 1995*.

VOTING REQUIREMENTS

Simple Majority.

RECOMMENDATION

That the Art Collection and Advisory Committee CONVENES a committee meeting on Thursday, 6 June 2013 at 6.30pm, in Conference Room 1.

ITEM 3 DISPLAY OF VIDEO BASED ARTWORK

WARD	All
RESPONSIBLE DIRECTOR	Mr Mike Tidy Corporate Services
FILE NUMBER	35613, 101515
ATTACHMENT	Nil.
AUTHORITY / DISCRETION	Information - includes items provided to Council for information purposes only that do not require a decision of Council (that is for 'noting').

PURPOSE

For the Art Collection Advisory Committee (ACAC) to be informed of display options for video based artwork.

EXECUTIVE SUMMARY

Video based artwork has practical considerations that require forethought in the areas of display and preservation ahead of any acquisition for the City of Joondalup Art Collection. It is recommended if the video based artwork meets the essential acquisition criteria, it is considered by the ACAC for future inclusion in the City's Art Collection.

BACKGROUND

The City of Joondalup's Art Collection comprises over 200 artworks, with a primary focus on the work of Western Australian contemporary artists, and a secondary focus on works of local content and context. Artworks are displayed within a variety of locations in the City's buildings, including Council Chambers, Administration Building, libraries and leisure centres. The 2011 valuation saw the Art Collection valued at \$465,940.

Artworks span a wide range of media. Over half of the collection consists of paintings, with the remainder of the collection comprised of sculpture, drawings, installation art, ceramics, print works, photographs, textiles and one glasswork. To date, the City has no video based works in its collection.

The art collection is professionally managed and has a budget dedicated to the management, conservation, rotation, documentation and valuation of the collection. Artworks are acquired in keeping with the essential acquisition criteria, which highlights issues of practicality of display and conservation.

DETAILS

Video Based Artwork

In the 1960s the first portable video recorder became available, making it possible to record more directly, cheaply and easily than film. Video tape was the most commonly used method to store video art, although, prior to this artists had already been working on film. Video art has been a mainstream medium used by artists since the 1980s. The Invitation Art Award has seen a peak in submissions of video work over the past four years.

Video based artwork has been acquired by collections around the world for decades, the earliest most notably being the video work of Andy Warhol from the 1960s. Surrealist films have been collected by institutions since the 1920s. The Murdoch University Art Collection has acquired two video/filmic works, notably in 2012 'Gymnasium' by Tarryn Gill & Pilar Mata Dupont (award winning Western Australian artists who have regularly exhibited in the Invitation Art Award). Although video art and filmic art are different artistic styles, they have very similar display and conservation requirements.

With advancements in technology, video art is now also stored on hard drive, CD-ROM, DVD, solid state, portable device 'apps' and in the Cloud.

Options for Display of Video Based Artwork

There are numerous methods to display video based artwork.

The artist in creating their artwork would consider these display factors:

- Size and scale of the work - for example a large projection, or a small screen based work.
- Lighting requirements – for example darkened room to a screen suitable in full sunlight.
- Audio used in the video artwork – for example audio running constantly, no audio or headphones.
- Mode of delivery – for example a hard drive connected to a projector, DVD shown on a TV screen to a streaming on the internet/ through an app.

It is likely that the artist would have a 'best' method for display of their work, but may also have a few alternative display options that they are comfortable with. Contractual copyright, moral right and display guidelines would be agreed upon with the artist to gain clarity on these display options prior to making an acquisition recommendation.

If the City acquired a video (or film) based artwork, the following display options would be possible:

Projection screen:

- Short term projection of artwork could occur in multiple locations. On artist's approval, work could be screened at the festival, onto City buildings, back projected onto a screen in the evening in the Joondalup Library.
- It should be noted that longer term projection may not be an appropriate option until the new cultural facility is built as controlled lighting may be required.

TV screen:

- A dedicated TV screen could be purchased using the Art Collection management budget and installed in one of the City's buildings, much like the customer services TV screens.
- A portable TV screen with a safe and discrete base could be constructed to enable rotation of the video work in various City buildings.

Internet:

- The artwork could be screened on the internet as a feature of the Art Collection (subject to contractual agreement).

Wall mounted portable device with a built in screen:

- A wall mounted box could be built around a device such as an iPad/tablet or small DVD display, screening the artwork on continual loop (with options for the work to be on a timer).
- This would be an ideal delivery mode for small scale video/filmic works.

Maintenance of Video Based Artwork

Conservation and preservation of video and electronic works require forethought and clear contractual guidelines with the artist. It is important to note that video based artwork to a degree is electronic and ephemeral and can be easily transferred onto other storage devices.

Established maintenance programs of artwork are set in place and video based artwork can be assessed annually, along with the rest of the collection, isolating future conservation needs of the work.

Superseding technology, for example, floppy discs no longer being readily used as a storage device, can be managed by transferring the data onto an alternative storage device.

An upgrading of technology, for example portable DVD players making way for iPads/tablets, can be addressed in the Art Collection management budget as a display requirement. It would be anticipated that upgrading of display technology is only required due to wear and tear.

Back-up copies of the video artwork can be made and safely stored in the City.

Editioning of Artwork

An editioned artwork, also known as a limited edition, is an artwork with a fixed number of impressions produced on the understanding that no further impressions (copies) will be produced later. Editioned artworks are commonplace in printmaking, photography and video work. The number of editions is commonly capped from three to five for video and photographic artwork, and to 20 for printmaking. The smaller the limited number of editions ensures the work retains a higher value. If a major collecting institution purchases one of the editions, the value of the work can go up significantly, increasing the purchase price.

It is important to note that an edition is not a reproduction of an existing artwork, like a poster of a famous artwork. An editioned artwork is an original artwork, where multiple predetermined copies are made using the same process.

Issues and options considered

It is recognised that not all video based artwork would be a suitable acquisition to add to the City's Art collection. Considerable discussion would need to take place between the City and the artist to determine the optimum and practical display options prior to being put forward as a potential acquisition to the ACAC. As video based work often may not come with a dedicated screen, projector or device, available funds from the Collection Management budget would need to be factored in to assist with display.

Legislation / Strategic Community Plan / policy implications

Strategic Community Plan

Key Theme	Community Wellbeing.
Objective	Cultural development.
Strategic initiatives	Invest in publicly accessible visual art that will present a culturally-enriched environment. Promote local opportunities for arts development.
Policy	The City's Art and Memorabilia Collection Policy.

Risk management considerations

Not applicable.

Financial/budget implications

Not applicable.

Regional significance

Not applicable.

Sustainability implications

Not applicable.

Consultation

Not applicable.

COMMENT

The acquisition of a video based artwork would undergo rigorous consideration in line with the essential acquisition criteria, notably appropriate locations for display of the work and ability to maintain the artwork, prior to being recommended to the Art Collection Advisory Committee.

VOTING REQUIREMENTS

Simple Majority.

RECOMMENDATION

The Art Collection and Advisory Committee NOTES the City's ability to practically maintain and display suitable video based artworks, as part of the City's Art Collection, following the guidelines of the essential acquisition criteria.

ITEM 4 'INSIDE OUT BILLBOARD PROJECT' - PUBLIC ART FOR CITY OF JOONDALUP

WARD	All
RESPONSIBLE DIRECTOR	Mr Mike Tidy Corporate Services
FILE NUMBER	35613, 101515
ATTACHMENTS	Attachment 1 Examples of Similar Billboard Project Attachment 2 Possible/Locations for Billboard Project Attachment 3 Recommended structure for Billboard
AUTHORITY / DISCRETION	Executive - The substantial direction setting and oversight role of Council, such as adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.

PURPOSE

For Council to be provided with further information for the proposed 'Inside Out Billboard Project' for the City Centre, Joondalup, including alternative sites within the City of Joondalup.

EXECUTIVE SUMMARY

This report provides 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.

BACKGROUND

At its meeting held on 20 November 2012 (CJ248-11/12 refers) Council resolved in part:

- “1 *REJECTS the proposed Billboard Art Project being located at site 1 on Central Walk and Boas Avenue, Joondalup as shown on Attachment 2 to Report CJ248-11/12; and*
- 2 *REQUESTS the Art Collection and Advisory Committee to consider an alternative location for the proposed Billboard Art Project.*”

DETAILS

Issues and options considered

The proposed 'Inside Out Billboard Project' involves an initial installation of a 6m x 3m 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. The proposed structure will be a purpose built billboard to meet the specific needs of the City and the selected size as per 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 are:

- 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
- use of best practice collection management.

Selection of Artwork

It is proposed that every six months a different artist would be commissioned to create a new work specifically for the 'Inside Out Billboard Project' (see table below). Options would include extending invitations to artists selected from either the Community Art Exhibition or the Community Invitation Art Award as well as local, national and international artists. It is proposed that the billboard year would begin in March (to coincide with the Joondalup Festival) and run until the end of February.

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 Art Collection and Advisory Committee (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 the project within the 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.

For each alternative site proposed in the City Centre there are comments 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.

See Attachment 2 - Proposed Location for Billboard Project.

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 Chief Executive Officer	Two months.
Manufacture and installation of billboard including artwork	Two months.
Total installation time (approx)	12 months

Legislation / Strategic Community 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 Community Plan**Key theme**

Community Wellbeing.

Objective

Cultural development.

Strategic initiative

Invest in publicly available visual art that will present a culturally-enriched environment.

Policy

The City's Art and Memorabilia Collection Policy.

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)	\$20,000
---	----------

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
-----------------------------------	-----------------

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

Ongoing annual expenses – for a lifespan of five years

Change artwork: every three months (Including printing and installation)	(\$3,000 x 2)	\$ 6,000
Printing of limited edition A3 prints	(\$1,500 x 2)	\$ 3,000
Artist fees	(\$3,000 x 2)	\$ 6,000

TOTAL expense per annum \$15,000

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.

Account no.	tbc
Budget Item	tbc
Budget amount	\$ 24,500
Amount spent to date	\$ 0
Proposed cost	\$ 24,500
Balance	\$ 0
Annual maintenance	\$15,000

All figures quoted in this report are exclusive of GST.

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

At the meeting of the ACAC held on 15 October 2012 it was agreed not to undertake any community consultation on the project.

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. The '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.

With this in mind, it is proposed that the site of the new cultural facility be the site of the 'Inside Out Billboard Project' to serve as a herald for the transformation of this area in future years.

VOTING REQUIREMENTS

Simple Majority.

RECOMMENDATION

That Council:

- 1 **DETERMINES** its preferred site for the installation and construction of the proposed 'Inside Out Billboard Art Project';
- 2 **AGREES** to list an amount of \$24,500 for consideration within the 2013-14 draft Budget and to allow for the construction of the proposed Inside Out Billboard at the site in Part 1 above;
- 3 **AGREES** that the structure of the billboard be a purpose built structure to meet the specific requirements of the selected site as detailed in Part 1 above;
- 4 **AGREES** that:
 - 4.1 **Every six months a new artist will be commissioned to create a new work specifically for the Inside Out Billboard;**
 - 4.2 **The Chief Executive Officer, following liaison with members of the Art Collection and Advisory Committee, approves the scheduled artwork to be displayed on the 'Inside Out Billboard'.**

Appendix 1 refers

To access this attachment on electronic document, click here: [Attach1artagn110213.pdf](#)

ITEM 5 COMMISSIONING OF ARTWORK

WARD	All
RESPONSIBLE DIRECTOR	Mr Mike Tidy Corporate Services
FILE NUMBER	35613, 101515
ATTACHMENTS	Nil.
AUTHORITY / DISCRETION	Executive - The substantial direction setting and oversight role of Council, such as adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.

PURPOSE

For Council to endorse the completion of the City of Joondalup's artwork commission over a two year period to the value of \$30,000, with an option to invite an international or national artist to undertake the commission through an arts residency.

EXECUTIVE SUMMARY

On an annual basis, the City of Joondalup undertakes an artwork commission, documenting and capturing the iconic landmarks and people who represent the City of Joondalup. The value of this commission is \$15,000. Two artwork commissions are currently underway:

- Tony Windberg (2011-12), due to complete in June 2013.
- Lindsay Harris (2012-13), commencing the contractual phase, to complete in 2013-14.

This report recommends an alternative commissioning model for the commissioning of artwork for the 2013-14 and 2014-15 commissioning period. This would involve commissioning an artwork to the value of \$30,000 every two years to encourage a greater level of engagement by the artist with the place, people, culture and history of Joondalup. The value commission would also attract high profile artists currently out of acquisition range.

A further option proposes an alternative but not exclusive method of facilitating this commission by inviting an international artist to undertake an arts residency in the City of Joondalup, developing an artwork commission that documents and captures the iconic landmarks and people who represent the City of Joondalup to a total value of \$30,000 (residency expenses and commission).

BACKGROUND

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 comprised of sculpture, drawings, ceramics, print works, photographs, textiles and glasswork.

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."*

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, 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 currently undertaking the inaugural City of Joondalup Visual Art Commission, due for completion in 2013.

At its meeting held on 20 November 2012 (CJ246-11/12 refers) Council resolved that it:

- "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."*

DETAILS

There is a significant number of high quality Western Australian artists already represented in the art collection in the price bracket of \$15,000. Engaging international or national artists or a higher profiled Western Australian artist would serve to enhance the scope and breadth of the collection.

The City of Joondalup artwork commission is currently run on an annual basis. Artists suitable to undertake the commission have been identified by the City, based on the following selection criteria:

- Level of engagement the artist proposed to have with Joondalup in creating the work (engagement with place, people, culture, 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 current financial year.

Only professional Western Australian artists or artists who predominately practise in Western Australia were considered.

Issues and options considered

Option 1: \$30,000 Artwork Commission over two years

Commissioning is a highly intensive process in terms of management, approval processes, and completion timeline by artists. This report recommends the completion of the City of Joondalup's artwork commission, over a two year period to the value of \$30,000 in an attempt to streamline the process.

An art commission totalling \$30,000, spanning a two year period, would enable:

- additional time for the artist to undertake research and produce the artwork
- increase the quality of the artistic outcome
- artists to consider further options in the size and scale of the artworks produced (for example proposing a series of artworks)
- a higher profile artist (up to the value of \$30,000), currently out of the reach of the current acquisition budget, could be engaged
- genuine engagement with the community by the artist can occur and develop over time
- contribute to building and capturing a sense of place
- the completion of the two current artwork commissions from the 2011-12 and 2012-13 period, before commencing another with time for reflection and evaluation.

The preceding financial year would be dedicated to artist research, artist selection, contract discussions and preliminary artistic research.

The process in order to engage a suitable artist would be to regularly review and maintain an understanding of those artists operating within the local, national and international arts industry. This will be done by attending collections, galleries and exhibitions, while viewing contemporary art websites, publications and associations.

Funds would be listed as a capital item in the budget every second year, starting 2014-15 and used to commission the artwork.

Option 2: International/National Artwork Residency Commission

Artistic residencies are commonplace across the world when an artist is invited to research and undertake artistic work in a location that is not their usual environment. Residency models vary greatly, including outcome based residencies, where the artist is paid a fee to produce work, to free studio space for research, to artists paying fees to an organisation to use their resources and facilities. Artists in residence can reside in a location for a period of time, ranging from weeks to months. Accommodation and studio space is often supplied to the artist, with transport, living and material budgets allocated.

Artistic residencies provide a time of reflection, research, presentation and/or production. They also allow an individual to explore his/her 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. Sometimes residents become quite involved in a community - giving presentations, workshops, or collaborating with local residents. At other times, they are quite secluded, with ample time to focus and investigate their own practice.

The residency model proposed for the City of Joondalup is as follows:

- Hosting a selected international or national artist in the City of Joondalup for a set period of time.
- During this time, the artist would explore the City of Joondalup developing an artwork commission documenting and capturing the iconic landmarks and people who represent the City of Joondalup.
- The artist would engage with the City's art collection and members of the ACAC in a process that reflects current commissioning practice.
- The artist would engage with the local community and the local arts community, potentially running workshops, talks or creative/interactive projects.
- The artwork commission fee paid to the artist would be \$20,000.
- The reserve of \$10,000 would be used to cover residency expenses of the artist - for accommodation, flights, per diem and transport.
- The artist may opt to use the time within the City of Joondalup to build a portfolio of ideas to be submitted for approval in the detailed concept response. On approval of the concept, completion of the artwork can be remote.

An artwork residency commission with an international or national artist would enable:

- a significant link to Joondalup 2022, the Strategic Community Plan 2012-2022
- genuine and focused engagement between the artist, community and landscape
- the artist to approach the City of Joondalup without preconceptions or pre-knowledge of what the City, Western Australia, the people and landscape is like
- the spirit of exploration and discovery would be reflected in the artwork - culminating in a work based on experience and genuine interaction
- cultural and social benefits the community through hands on engagement
- a recognition that the City supports a significant migrant population.

Proposed budget

Artist in residency expenses	\$10,000
Flights	
Accommodation	
Transport	
Materials	
Per diem/ meal allowance	
Artist fees for community workshops	
Studio hire	
Visual artwork commission	\$20,000
Total	<u>\$30,000</u>

Selection Process

It is recommended that the artists considered for the artwork residency commission follow the same selection criteria and process as is currently set, with an option to widen the call to national and international artists.

Following current procedure, artists would be put forward for the artwork residency commission or artwork commission (at \$30,000) to be selected by the Art Collection and Advisory Committee.

Legislation / Strategic Community Plan / policy implications

Strategic Community Plan

Key Theme Community Wellbeing.

Objective: Cultural development.

Strategic initiatives: Invest in publicly accessible visual art that will present a culturally-enriched environment.

Promote local opportunities for arts development.

Policy The City's Art and Memorabilia Collection Policy.

Risk management considerations

Not applicable.

Financial/budget implications

Not applicable.

There are no current budget implications as the Council has resolved to commit \$15,000 per annum to commission relevant artwork. The proposal is that the combined funds be allocated every two years.

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 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

By extending the commissioning period to two years and a maximum value of \$30,000, there is every expectation that the quality of the outcome from the commissioning process will improve. Exercising an option from time to time to host an international or national arts residency increases the pool of available artists and thereby ensures sustainability of quality outcomes.

It is proposed that if the recommendation to proceed with an arts residency over the next two years is approved, that a report will be presented to the ACAC evaluating the residency.

VOTING REQUIREMENTS

Simple Majority.

RECOMMENDATION**That Council:**

- 1 ENDORSES the completion of the artwork commission over a two year period to the value of \$30,000;**
- 2 AGREES to invite an international or national artist to undertake an arts residency in the City of Joondalup, developing an artwork commission that documents and captures the iconic landmarks and people who represent the City of Joondalup;**
- 3 That the arts residency detailed in Part 2 above be completed by 2014-15.**

ITEM 6 COMMUNITY INVITATION ART AWARD

WARD	All
RESPONSIBLE DIRECTOR	Mr Mike Tidy Corporate Services
FILE NUMBER	35613, 101515
ATTACHMENTS	Attachment 1 Terms and Conditions of Entry
AUTHORITY / DISCRETION	Executive - The substantial direction setting and oversight role of Council, such as adopting plans and reports, accepting tenders, directing operations, setting and amending budgets.

PURPOSE

For Council to consider options for further development of the City of Joondalup's Invitation Art Award 2013 onwards.

EXECUTIVE SUMMARY

The 2012 City of Joondalup Invitation Art Award (IAA) was an acquisitive art award that was open to leading Western Australian artists and has been held since 1998. At its meeting held on 20 November 2012 (CJ249-11/12 refers), Council resolved to make some changes to its IAA as follows:

- Be renamed the Community Invitation Art Award (CIAA).
- Eligibility to the CIAA be limited to City of Joondalup residents or a member of the Joondalup Community Art Association.
- Implement an artistic direction to focus on exhibiting more work by fewer artists.
- Selection and judging panels comprise independent art professionals.

The Council decision of 20 November 2012 also sought more information on art categories for the CIAA along with including a Community Education Program as part of the award.

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 that entered its 15th year in 2012.

The award aimed 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 offered one of the largest acquisitive cash prizes in local government in Western Australia (\$15,000 – prize pool \$18,000). The winning artwork was acquired and became part of the City's art collection.

The award categories for the Invitation Art Award were:

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

Discretionary Judges' Commendation Awards were also issued and were in the form of a certificate and did not include a cash prize.

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 Greater 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).

The City of Fremantle is a specialised print award open only to professional artists. The Cities of Perth, Greater 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's Invitation Art Award was traditionally held in October of each year at the Lakeside Joondalup Shopping City. The City called for initial expressions of interest from artists, attracting approximately 90 entries annually. From the entries received, an independent selection panel compiled a shortlist of approximately 30 artists and these artists received an invitation to exhibit. A separate independent panel of expert judges review the exhibition and make awards.

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

At its meeting held on held on 20 November 2012 (CJ249-11/12 refers), Council resolved:

“That Council AMENDS the Invitation Art Award to better reflect the aspiration of the local art community to include the following elements commencing in 2013:

The Invitation Art Award be RENAMED the Community Invitation Art Award;

- 1 eligibility to the Community Invitation Art Award be restricted to the City of Joondalup residents or a member of the Joondalup Community Art Association;*
- 2 selection of the artists be by an external selection committee and awarded by an external judging panel;*
- 3 an artistic direction be implemented to focus on exhibiting multiple work by fewer artists;*
- 4 a possible alternative venue for the Community Invitation Art Award be investigated and reported back to the Art Collection and Advisory Committee; and*
- 5 a further report be submitted to the Art Collection and Advisory Committee outlining the terms, conditions, award categories and potential community education program for the Community Invitation Art Award.”*

DETAILS

Issues and options considered

The following options are suggested for the CIAA in regards to the decision of the Council made at its November 2012 meeting:

The Invitation Art Award be renamed the CIAA

This change has been reflected in the Terms and Conditions as attached to this report (Attachment 1 refers). It is however recommended that the exhibition be renamed back to the Invitation Art Award to avoid confusion among artists in relation to the Community Art Exhibition.

Eligibility to the Community Invitation Art Award be restricted to the City of Joondalup residents or a member of the Joondalup Community Art Association (JCAA)

This change has been reflected in the Terms and Conditions as attached to this report (Attachment 1 refers).

It is proposed with the change of eligibility criteria for professional artists to exhibit that the CIAA be a non-acquisitive art award.

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.

With the CIAA having more of a local focus this may lead to the quality of work not being at the levels as it was in the past as per the City’s IAA. If the CIAA is an acquisitive award, those winner works may weaken the overall value of the City’s collection.

Award Categories

It is proposed that the following award categories apply to the CIAA:

- Overall Award \$5,000 - This award is non-acquisitive and awarded to the overall winner.
- Award for Excellence \$1,000 - This award is non-acquisitive and will be awarded to a work of excellence.
- Popular Choice Award \$1,000 - This award is non-acquisitive and will be awarded to the work that receives the most votes in the public voting ballot.

The proposed reduction in the award amounts is based on the fact that the change in Terms and Conditions for the CIAA will now likely limit the range of professional expression of interest able to exhibit.

Each exhibiting artist will only be eligible to claim either the Overall Award or the Award for Excellence.

The Community Invitation Art Award will also feature a voluntary category that all artists are eligible to enter but which will not affect their eligibility for either the Overall Award or the Award for Excellence:

- Celebrating Joondalup \$1,000 - This prize will be awarded to a work that is based on Joondalup content or context. This is a voluntary category and any work nominated for the award category will be judged on artistic merit and by the extent to which it relates to and represents the City of Joondalup. Artists must outline on the Artwork Details Form how the work relates to the City of Joondalup.

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 of the artists be by an external selection committee and awarded by an external judging panel

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

It is proposed to appoint three art industry experts to serve as the selection panel who will oversee the artist selection process, which takes place seven months before the event. A further three art industry experts will be engaged for the judging of the CIAA.

No representative of the City should serve on either the selection and/or the judging panels and the City has the right not to accept any artwork as part of the exhibition.

An artistic direction is implemented 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.

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.

Possible Alternative Venue for the Community Invitation Art Award

The investigation of a possible venue for the CIAA will be subject to a further report to the ACAC. Due to no alternative venue being determined at this stage, it is proposed to host the 2013 CIAA at the Lakeside Joondalup Shopping City from 26 October 2013 to 15 November 2013.

Implementation of a Community Education Program

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.

The program could include a series of conversations and events organised by the City and 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 suggested with the change of focus from the IAA to the CIAA, that such a program be deferred pending a review of the inaugural CIAA to gauge the level of artist work exhibited.

Legislation / Strategic Community 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 Community Plan

Key theme

Community Wellbeing.

Objective

Cultural development.

Strategic initiative

- Establish a significant cultural facility with the capacity to attract world-class visual and performing arts events.
- Invest in publicly accessible visual art that will present a culturally-enriched environment.
- Actively engage event promoters to host iconic, cultural and sporting events within the City.
- Promote local opportunities for arts development.

Policy

The City's Art and Memorabilia Collection Policy.

Risk management considerations

The following risks may result in the change of the criteria on eligibility for entry into the CIAA:

- The quality of artists invited to exhibit may not be as high as previously for the IAA, given the available artists are restricted to local City of Joondalup residents, or members of the Joondalup Community Arts Association.
- The prestige of the City's visual arts program, in particular art awards may be lowered.
- The ability to attract leading art professionals to serve on the selection and/or judging panels may be lessened.
- The selection panel may be of the opinion that there are inadequate artists to be selected to exhibit.
- If the CIAA is an acquisitive art award (not recommended), then unsuitable art may be included as part of the City's art collection which is of lesser value.

Financial/budget implications

Account No: 442 C1020 6232 0000
Budget Item: Invitation Art Award - Capital
Budget Amount: \$15,000
Amount Spent To Date: \$15,000
Proposed Cost: Not applicable
Balance: \$0

Account No: 442 C1021 6232 0000
Budget Item: Purchase of Artworks - Capital
Budget Amount: \$15,000
Amount Spent To Date: \$ 3,440
Proposed Cost: Not applicable
Balance: \$11,560

Account No: 442 A4403 4006 0000
Budget Item: Invitation Art Award - Operating
Budget Amount: \$41,480
Amount Spent To Date: \$33,881
Proposed Cost: Not applicable
Balance: \$ 7,599

All figures quoted in this report are exclusive of GST.

The proposed changes in the value of the awards will see a saving of \$10,000 comparing the IAA to the CIAA.

Regional significance

The change in focus from the previous IAA to the CIAA will greatly reduce the regional significance of the art exhibition.

Sustainability implications

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

Not applicable.

COMMENT

There are risks in relation to the change of the CIAA, these include:

- maintaining the quality of the work submitted from a limited number of local artists
- potential confusion with the similarly named Community Art Exhibition
- the ability to meet the global aspirations of the Joondalup Strategic Community Plan 2012 – 2022.

It should be noted also that restricting the award to members of the JCAA will exclude members of the Wanneroo Art Society, the Pastel Society of WA and the North Coast Art Club who are not residents unless they join the JCAA.

VOTING REQUIREMENTS

Simple Majority.

RECOMMENDATION

That Council:

- 1 AGREES to amend its decision of 20 November 2012 (CJ249-11/12 refers) to rename the Community Invitation Art Award to the Invitation Art Award;**
- 2 NOTES the terms and conditions for the Art Award to include the name change as detailed in Part 1 above;**
- 3 AGREES to hold the Invitation Art Award opening 26 October 2013 and closing to 15 November 2013, at Joondalup Lakeside Shopping City;**
- 4 AGREES that the Invitation Art Award:**
 - 4.1 focus on exhibiting multiple works by fewer artists to achieve greater depth of presentation;**
 - 4.2 be a non-acquisitive art award with the following award categories:**
 - 4.2.1 Overall Award \$5,000 (non-acquisitive);**

- 4.2.2 **Award for Excellence \$1,000 (non-acquisitive);**
 - 4.2.3 **Popular Choice Award \$1,000 - This award is non-acquisitive and will be awarded to the work that receives the most votes in the public voting ballot;**
 - 4.2.4 **Celebrating Joondalup \$1,000 - This prize will be awarded to a work that is based on Joondalup content or context. This is a voluntary category and any work nominated for the award category will be judged on artistic merit and by the extent to which it relates to and represents the City of Joondalup;**
- 5 **AGREES that each exhibiting artist will only be eligible to claim either the Overall Award or the Award for Excellence as detailed in Part 4.2 above;**
 - 6 **AGREES that those artists selected to exhibit and the award winners be chosen by the independent panels comprising art industry experts, with the panels being appointed by the City;**
 - 7 **AGREES that no member of the Council or City is to be a member of the selection and/or judging panels as part of the Invitation Art Award as detailed in Part 6 above;**
 - 8 **DEFERS the implementation of a Community Education Program as part of the Invitation Art Award until a review of the Invitation Art Award occurs in 2013.**

Appendix 2 refers

To access this attachment on electronic document, click here: [Attach2artagn110213.pdf](#)

MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN

REQUESTS FOR REPORTS FOR FUTURE CONSIDERATION

CLOSURE